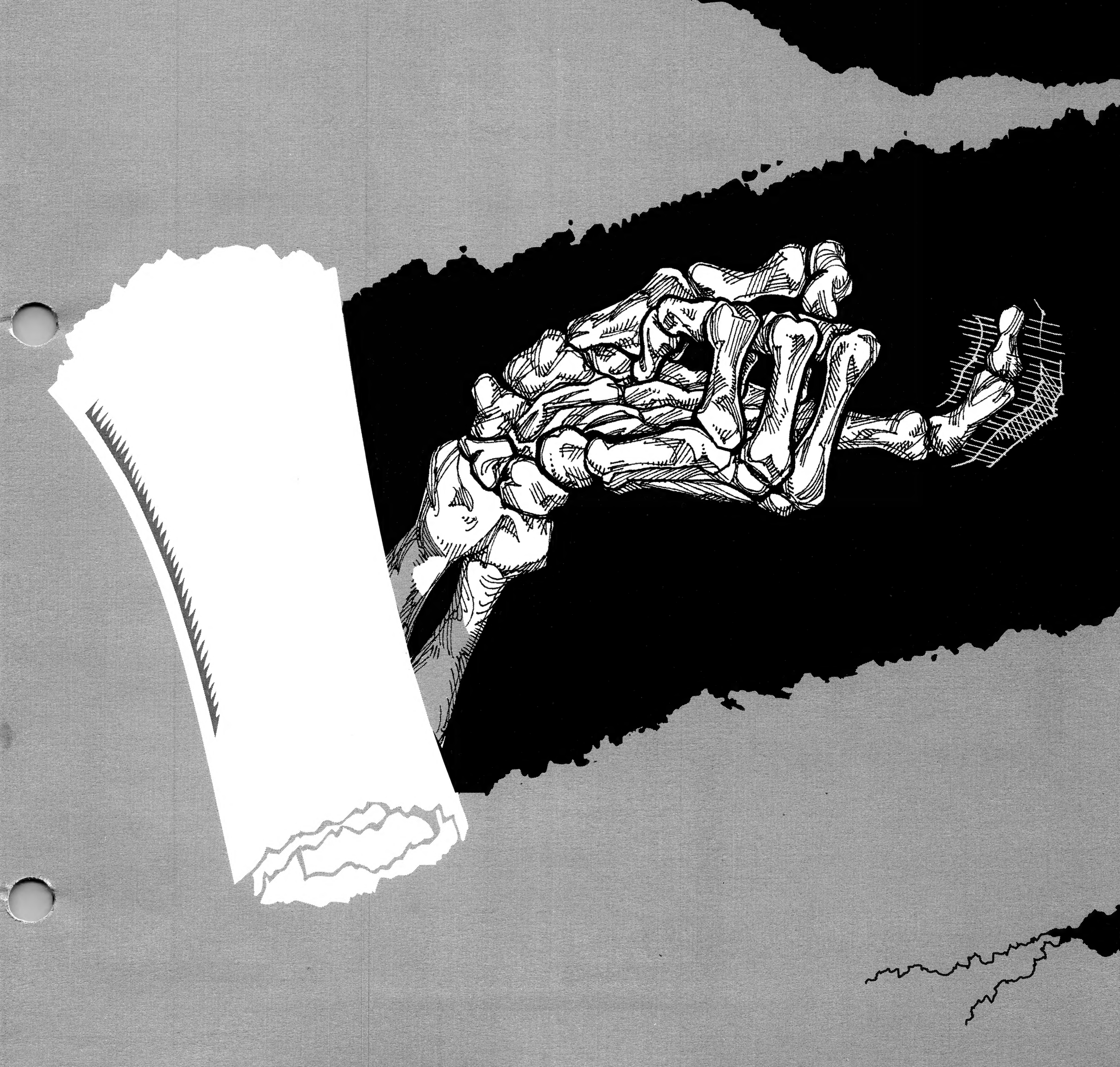
October 1994

TearSheet

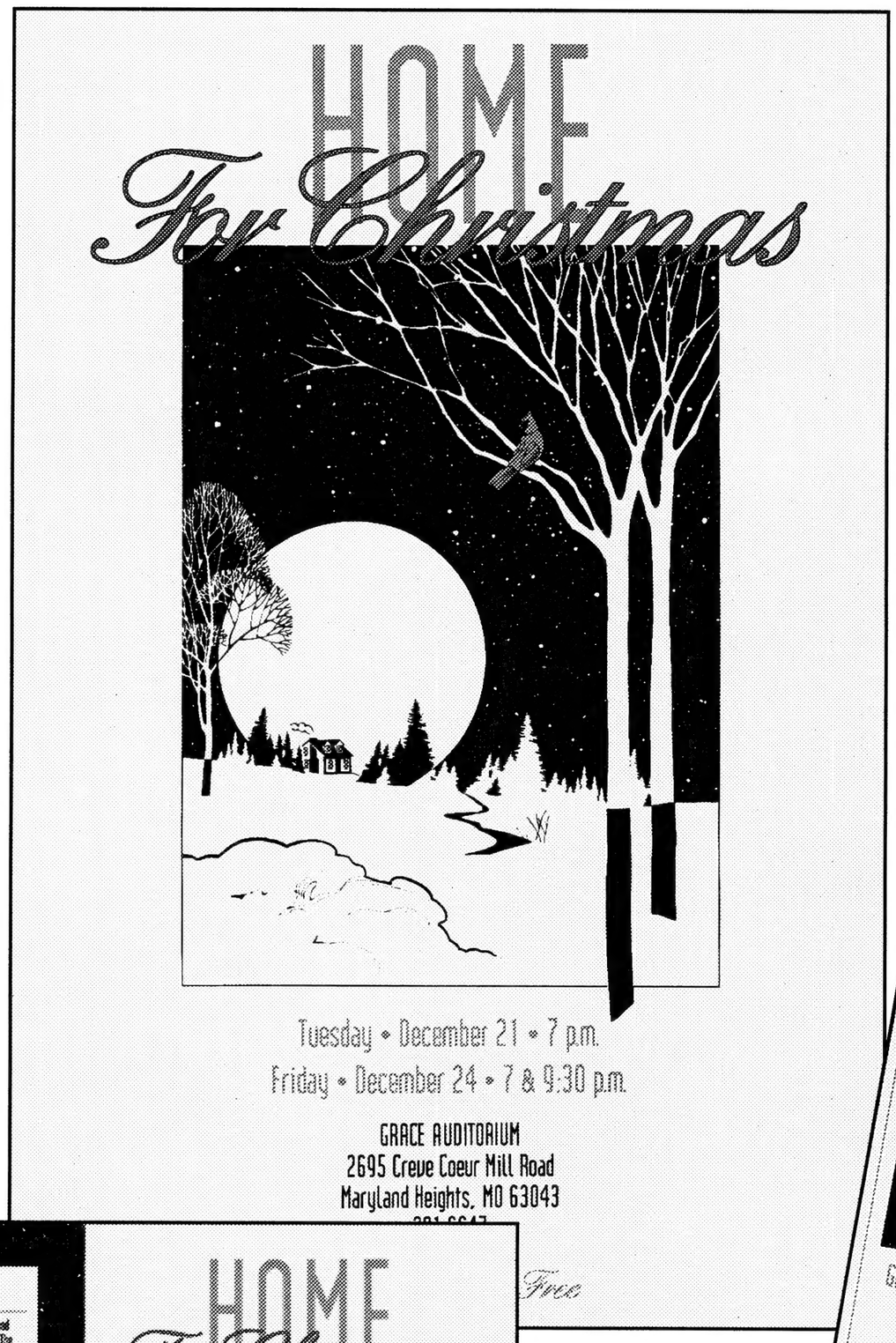


Case Histories

Kara Gamber

Artist/Copywriter
Grace Church—Saint Louis
2695 Creve Coeur Mill Rd.
Maryland Heights, MO 63043

PMS and *Clipper* art combined to create this striking poster and program cover. From *PMS*: house lifted from Feb. 93, p. 26, cover design; pine trees lifted from Dec. 91, p. 24, art; stylized tree and moon lifted from Nov. 88, p. 4, winter landscape and Santa's sleigh and reindeer removed from moon. From *Clipper*: trees in foreground, Nov. 84, p. 1; cardinal, Sept. 84, p. 5. Printed in red, black, and metallic gold on white semi-gloss stock. Cardinal and branches isolated from design and printed on ticket.



Case Histories

Here's your chance to
Reel 'em in!
Advantage Mail Network is offering you the opportunity to discover the effectiveness of direct mail advertising. With this special, you will receive $50 off your first mailing. When you use Advantage Mail Network to promote your products or services, customers will go for it "hook, line and sinker!" Cast out and give us a call at 1-800-849-6245.
$50 off your first mailing with Advantage Mail Network*
* Based on 10,000 minimum quantity. Expires August 31,1994.

Heather Echols

Graphic Artist
Advantage Mail Network
2307 Wilkinson Blvd.
Charlotte, NC 28208

Two issues of *PMS* provided the art for this series of promotional pieces advertising $50 off first mailing from a direct mail service. Prospector and detective from Mar. 93, p. 8. Fishing girl isolated from Sept. 92, p. 10, art, portions filled in, and setting sun added to background.

Just the facts, please.
ADvantage Mail
NETWORK
Q: Is it fact or purely fiction that Advantage Mail Network is offering a special that will save you $50 off your first mailing?
A: Fact.
Q: We've taken numerous statements from some of Advantage Mail Network's clientele. They all say that direct mail marketing is the most effective form of advertising. True or false?
A: True.
Q: State the name and phone number of the offer under suspicion.
A: Advantage Mail Network's $50 Off Your First Mailing Special, under investigation now until August 31. 1-800-849-6245.

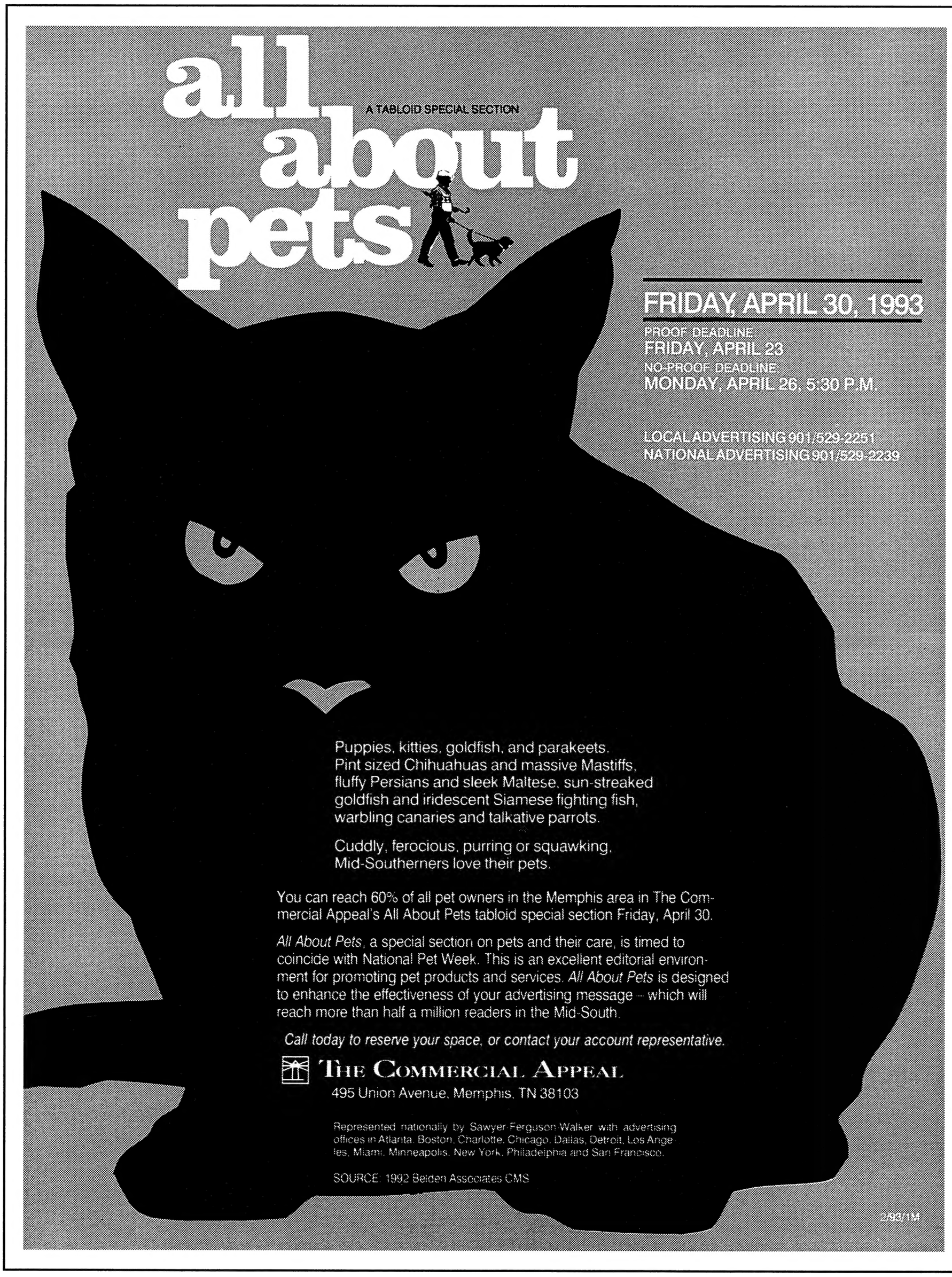
You've struck GOLD!
Advantage Mail Network is offering you the best deal in these here parts! With this special, you can advertise your product or service and save $50! You won't have to dig too deep to discover that direct mail marketing can bring a response that's worth it's weight in go!d! Just give us a holler at 1-800-849-6245...but giddy-ap! The gold in them thar' hills won't last for long...
$50 off
Your first mailing with Advantage Mail Network*
Exp. 8/31/94
*10,000 minimum quantity

Case Histories

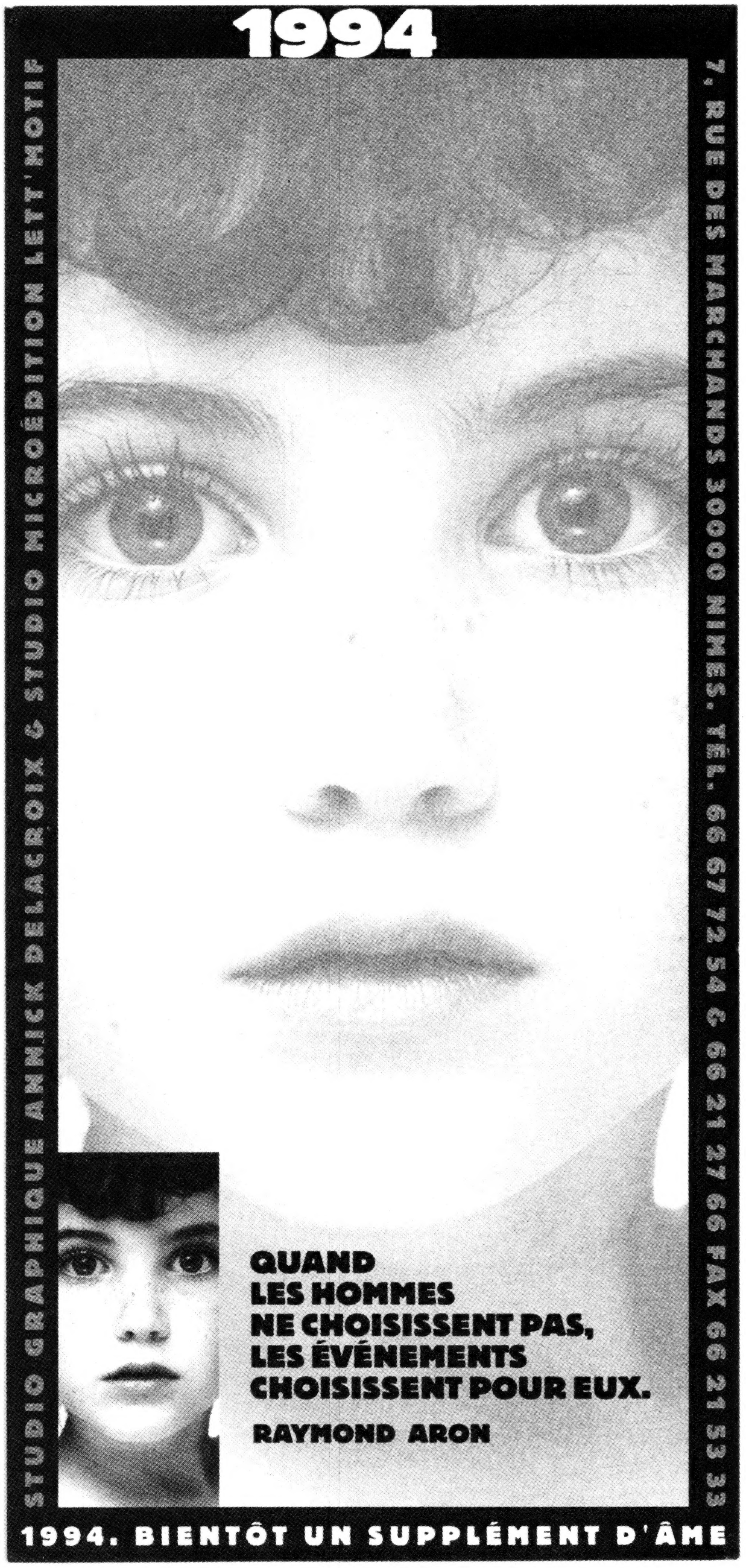
David Patteson

Advertising/Marketing Artist
The Commercial Appeal
495 Union Ave.
Memphis, TN 38103

Call to advertisers for a tabloid special section "all about pets" features cat from Nov. 92 *PMS*, p. 24, greatly enlarged and whiskers filled in. Man and dog lifted from Oct. 92 *PMS*, p. 19, ad frame and added to type. Printed in blue, black, and a screen of black on white card stock.


all about pets
A TABLOID SPECIAL SECTION
FRIDAY, APRIL 30, 1993
PROOF DEADLINE:
FRIDAY, APRIL 23
NO-PROOF DEADLINE:
MONDAY, APRIL 26, 5:30 P.M.
LOCAL ADVERTISING 901/529-2251
NATIONAL ADVERTISING 901/529-2239
Puppies, kitties, goldfish, and parakeets.
Pint sized Chihuahuas and massive Mastiffs,
fluffy Persians and sleek Maltese, sun-streaked
goldfish and iridescent Siamese fighting fish,
warbling canaries and talkative parrots.
Cuddly, ferocious, purring or squawking,
Mid-Southerners love their pets.
You can reach 60% of all pet owners in the Memphis area in The Commercial Appeal's All About Pets tabloid special section Friday, April 30.
All About Pets, a special section on pets and their care, is timed to coincide with National Pet Week. This is an excellent editorial environment for promoting pet products and services. All About Pets is designed to enhance the effectiveness of your advertising message -- which will reach more than half a million readers in the Mid-South.
Call today to reserve your space, or contact your account representative.
THE COMMERCIAL APPEAL
495 Union Avenue, Memphis, TN 38103
Represented nationally by Sawyer Ferguson Walker with advertising offices in Atlanta, Boston, Charlotte, Chicago, Dallas, Detroit, Los Angeles, Miami, Minneapolis, New York, Philadelphia and San Francisco.
SOURCE: 1992 Belden Associates CMS
2/93/1M

Case Histories


1994
STUDIO MICROÉDITION LETT'MOTIF
7, RUE DES MARCHANDS 30000 NIMES. TÉL. 66 67 72 54 & 66 21 27 66 FAX 66 21 53 33
STUDIO GRAPHIQUE ANNICK DELACROIX & STUDIO MICROÉDITION LETT'MOTIF
QUAND
LES HOMMES
NE CHOISISSENT PAS,
LES ÉVÉNEMENTS
CHOISISSENT POUR EUX.
RAYMOND ARON
1994. BIENTÔT UN SUPPLÉMENT D'ÂME

Jean-François Jeunet
Annick Delacroix

Lett'Motif
7, rue des Marchands
F-30000, Nimes France

Photo of girl from Oct. 93 *PMS*, p. 14, tightly cropped and printed in a screen of peach on this graphic arts studio's promotional piece. Same crop of photo reduced and printed in black in bottom left corner of layout. Printed on white card stock.

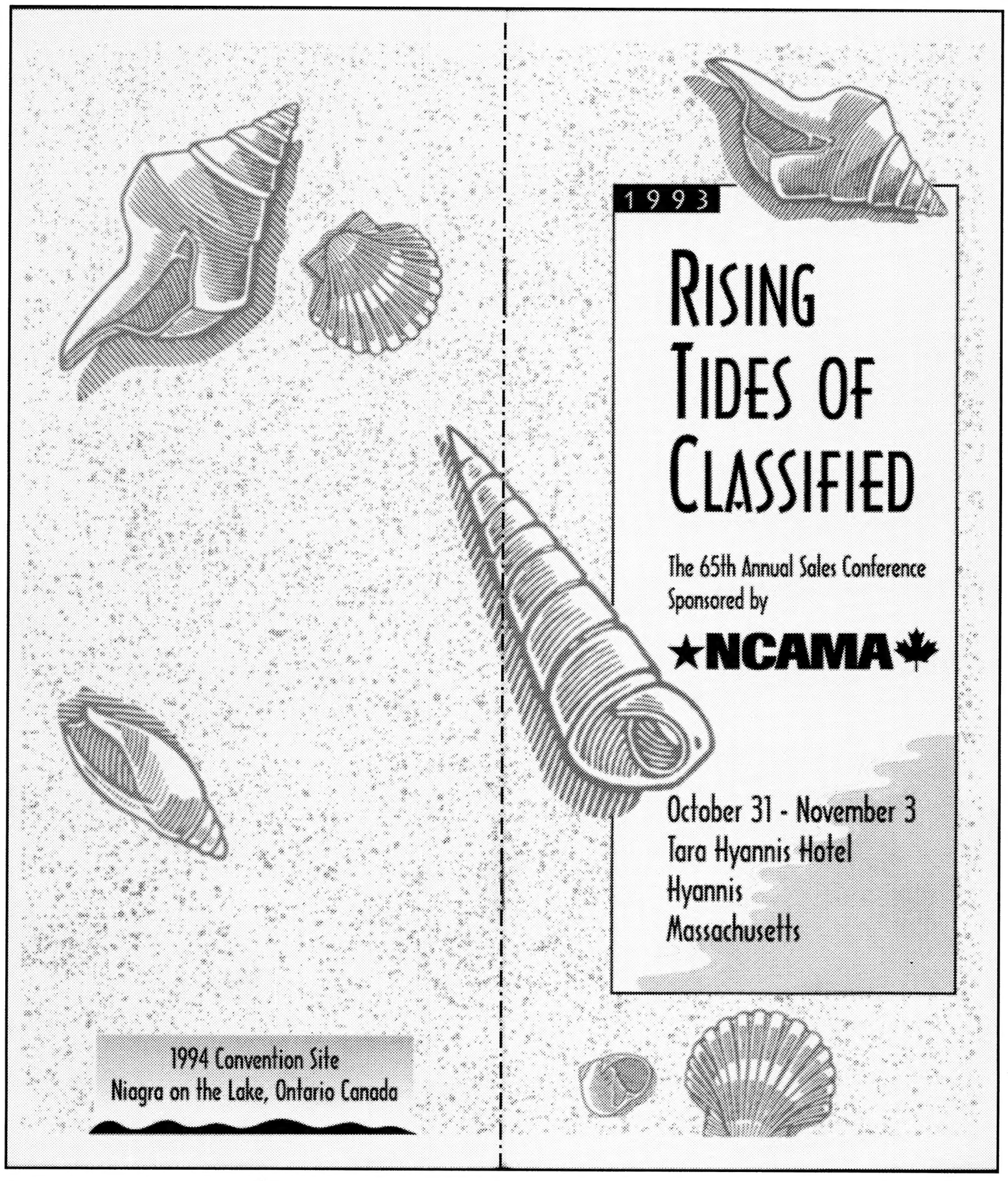
Case Histories

Mary Karst

Advertising Representative
The Hays Daily News
507 Main
Hays, KS 67601

Autumnal ad frame from Oct. 91 *PMS*, p. 18, provided the art for this newspaper ad. Apples and leaves at left of headline repeated and placed at right of headline to form a frame for coupon. Printed in yellow, red, and black.

Case Histories



Back

Front Cover

ANNETTE DEJARNETT

Graphic Designer
Cape Cod Times
319 Main Street
Hyannis, MA 02601

Shells from June 90 *PMS*, p. 6, were scattered on wraparound cover of annual sales conference program. DeJarnett said, "The shells became our logo throughout the 'Rising Tides' conference held on Cape Cod. We used turquoise color for the shells and water which brought out a refreshing summer feeling for a November event." Printed in turquoise and black on slick white stock.

For *PMS* Cover Story and Trade Show information please see the inside front cover of *Print Media Service.*

Timeless Classics

Get the perfect gift for the person who appreciates elegance

Make an exquisite investment in beauty with a piece from our Fine Antique and Estate Gems and Jewelry Collection.

- Diamond rings set in platinum
- Precious gems set in 18 carat gold pendants, bracelets, and earrings
- Pocket watches, chains, and fobs

Our staff of jewelers and goldsmiths has over 80 years of experience combined

- Bridal & Anniversary Gift Registry
- Free Gift Wrapping • Appraisals

Complete line of fine gift items

- Silver • China • Crystal • Timepieces
- Grandfather Clocks • Porcelain Figurines

Open Monday through Friday, 10 a.m. to 7 p.m.
Saturday 10 a.m. to 4 p.m., Closed Sundays
Corner of Hamilton Street and Watergate Avenue, Downtown
All work done on premises

Bauer Jewelers
1411 Watergate Ave.

We've Got You Covered...

...with everything from office supplies to magazines.
Open daily 8 to 5

The Book Nook
Town Plaza

Boot lifted from illustration, repeated, and repositioned to create dance club ad, right. EPMS 001C0394.EPS art (paper *PMS*, March 94, page 26) altered in Adobe® Illustrator to create textured background. Home improvement "stickers" removed (since art is layered, the textured background is complete behind the stickers), background cropped and printed in a screen of black, then middle section of background printed in a darker screen of black. Headline is Clearface Black; "UP" extended vertically by designer in Illustrator.

Cold Remedies

Save 15–20%
on selected winter fashions

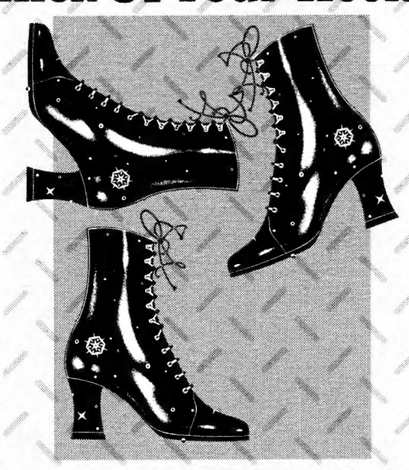
Wool Socks	$5.99
Cotton Knit Tops	$9.99
Thermal Union Suits	$12.99
Wool Knit Vests	$14.99
Thermal Tops	$10.99
Flannel Shirts	$12.99
Scarf, Hat, & Gloves	$10.99
Wool Peacoat	$54.99
Wool Sweaters	$28.99

Sale ends this Saturday

♠ **Uptown Fashions**
202 Franklin • M–S 10–9

Background Mar. 94 Print Media Service

Kick UP Your Heels



Enjoy great drink specials, delicious appetizers, and dance to the hottest live music in town Tuesday through Saturday from 7 to 1.

Stage 21 Dance Club
2817 Cypress Ave

Why settle for SIMMER when you can SIZZLE

OCTOBER SPECIALS

Acrylic Nails (Full set)	$35.00
Acrylic Nail Fill-In (Full set)	$20.00
Manicure	$15.00
Pedicure	$15.00
Facial	$15.00

For appointments call
555-3500

Pretty Perfect
1906 Emery Ave.

Open Mon.–Fri. 8–7
Sat. 9–5

Snowflakes Sept. 94 Print Media Service

The Heat Is On

Get out of the cold and onto the bus

Stay warm and save this winter. Present this ad to get a 10% discount on your next City Transit Bus Pass.

Bus Pick-Up Locations:

Corner of Adams & Howett
Corner of Lincoln & Main
Corner of Knox & Pyatt
1450 South Western Ave
2300 North Heading Ave.
3400 East University Ave.
1200 West Glendale Ave.
Westley Shopping Plaza
North Pinkneyville Mall

Call 555-RIDE to get a comprehensive bus schedule.

City Transit
1611 Jefferson

FASHIONS CHANGE

where you shop doesn't

For the latest fashion looks and hottest places to shop, visit OAKPARK MALL

MON.–FRI. 10–9
SAT. 9–6
SUN. 11–7

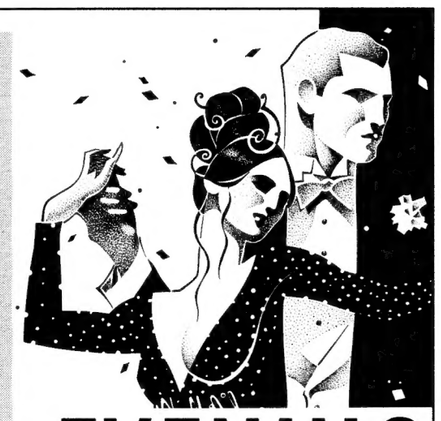
OAKPARK MALL
2098 S. Wyndy Pkwy.

Wrap It Up!

Save 20%
on all knit hats, gloves, mittens, and scarves.
"The little shop with attitude"

Le Boutique
431 Samson Ave.

The Roxanne Collection of Eveningwear for 1994 has just arrived. Look gorgeous for that special occasion in a stunning gown, flirty cocktail dress, or an elegant suit. See the entire collection on display in the Women's Department.



EVENING STARS

'Bergan Sax
150 First Street

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© DG 1994

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© DG 1994

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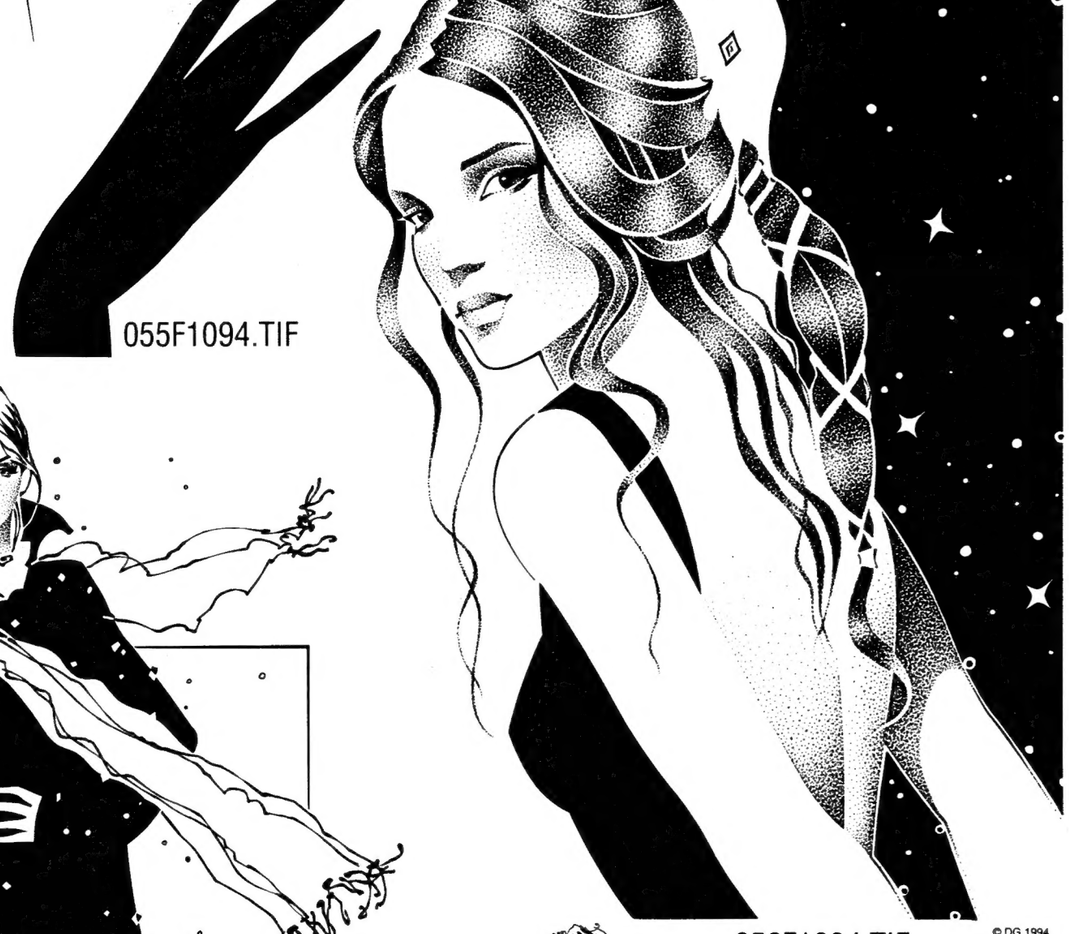

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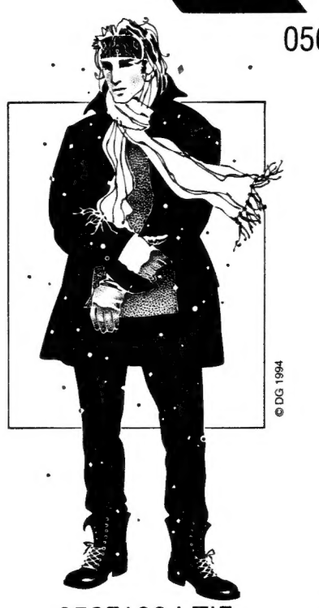

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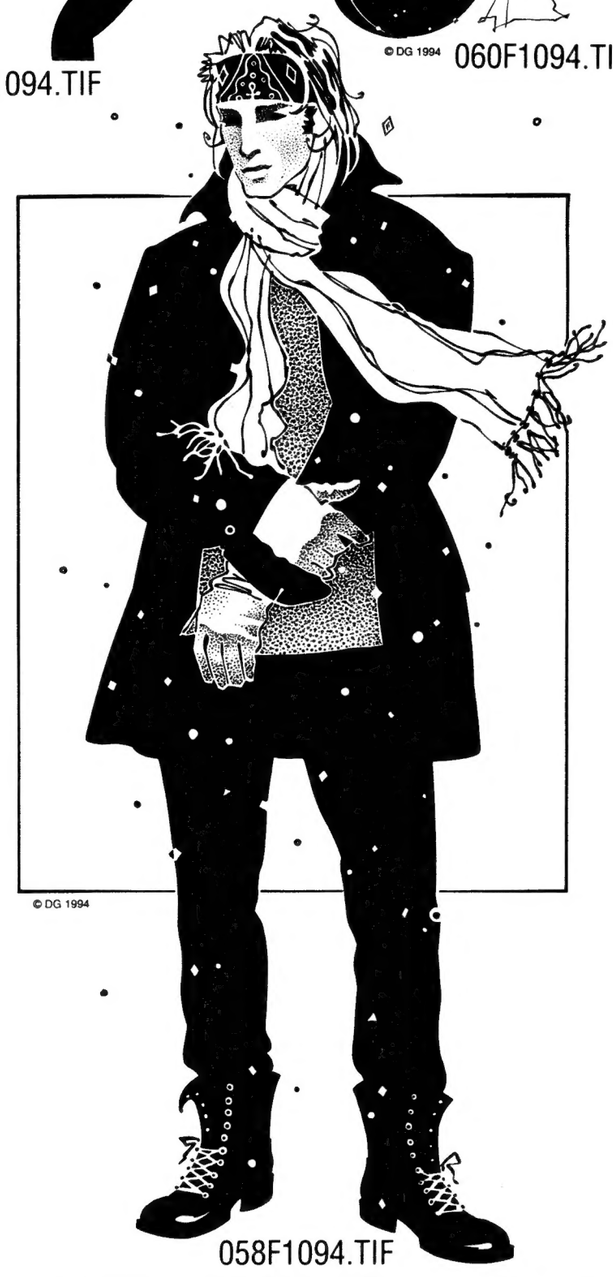

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Note: Numbers identify images for Electronic PMS subscribers.

SHOP AND SAVE AT OUR SPOOKTACULAR SALE

We've flipped our lid!

Sale Dates: Oct. 23-31

Free parking in the rear

You'll think we've gone crazy when you see the drastically reduced prices on all kids' masks and costumes, decorations, candles, candy, and more!

All Halloween **ITEMS** **75% OFF**

3 lb. Pkgs. Yumee **CANDY** **75% OFF**

Potter Drug Store

1802 E. Washington • Open M – S from 10 to 9

GET READY FOR ALL THE LITTLE MONSTERS

October 15-31

Stock up on all sorts of scary stuff to make Halloween all kinds of fun

Halloween **MASKS** $4.99 Reg. $7.99...

Decorative Holiday **LIGHTS** $5.99 Reg. $9.99...

20 ct. Party **INVITES** $2.99 Reg. $5.99...

All **CARDS** 99¢ Reg. $1.99..

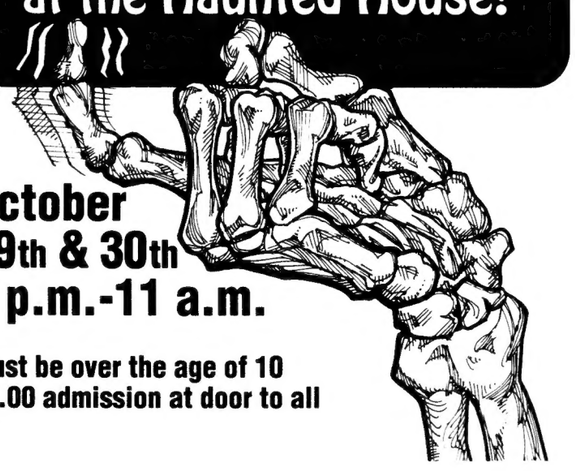
We have decorations and cards for every occasion

Mary's Paper House

2770 N. Peterson Ave. • Open daily 10 to 9

PSSSST!

Come scare yourself silly at the Haunted House!



October 29th & 30th

8 p.m.-11 a.m.

Must be over the age of 10

$2.00 admission at door to all

Supplement to the Daily Gazette, Sunday, October 23, 1994

No Tricks, Just Halloween Treats

Thursday, Friday & Saturday

October 27, 28, 29

10 a.m. to 9 p.m.

Southtown Mall

Bats and cats lifted out of jack-o'-lantern art, bats repeated and scattered on cover, left. Haunted house added to bottom of layout, lettering from pg. 22 added, and moon (created by designer) added to background.

Type (Hobo) arced to follow shape of art on safety conscious drop-in, below. Use drop-in on posters, ads, or any piece to promote safety awareness at Halloween.

WATCH OUT FOR THE KIDS!

BEWITCHING Bargains

Fly by and pick up a few things to make your Halloween truly terrifying

Sale prices valid through Oct. 31st.

Spooky Window and Wall DECORATIONS..... $1-$7

All Varieties 3 lb. Bags BART'S CANDY..... $4.29

Small Pumpkin CANDLES..... 99¢

Miller Variety

610 Mulberry • Open 9 a.m to 10 p.m.

A "reel" sweet Treat

2 FOR THE PRICE OF 1 VIDEO

rentals every Wednesday from 6 to 11

***5th* Avenue VIDEOS**

239 N. 5th Avenue

Open 10 a.m to 11 p.m.

Put a smile on someone's face

Special Autumn Bouquets

Dried Flower Arrangements

Hanging Baskets

Wabash Florists

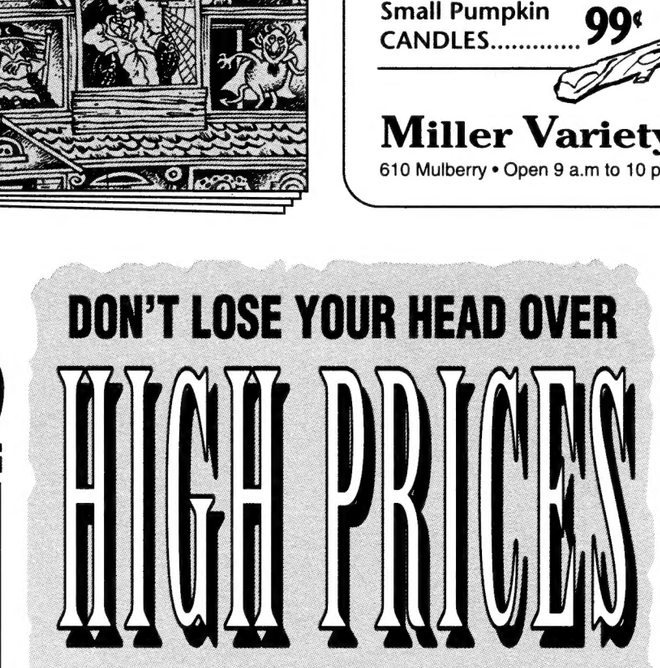
567 N. Hamlin Ave.

555-9331

DON'T LOSE YOUR HEAD OVER HIGH PRICES

Stop in, shop with us, and save

Save up to 30% on all Kentmark refrigerators, ovens, microwaves, air conditioners, dishwashers, washers, and dryers now through Oct. 31st. Financing is available to all qualified buyers and delivery and installation are free.



Markers APPLIANCES

243 N. Hewitt Ave.

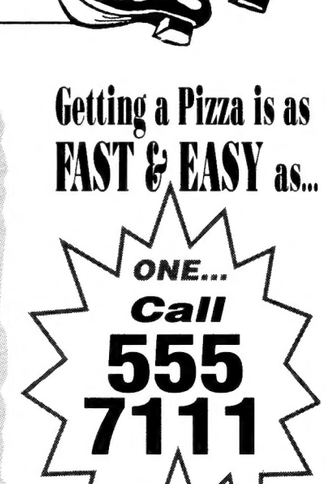
Open M-S 10 to 7

Getting a Pizza is as FAST & EASY as...

ONE... Call 555 7111

TWO... ORDER THE PIZZA OF YOUR CHOICE

THREE... 30 MIN. DELIVERY or your money back



Tom's Pizza 34 W. Moss

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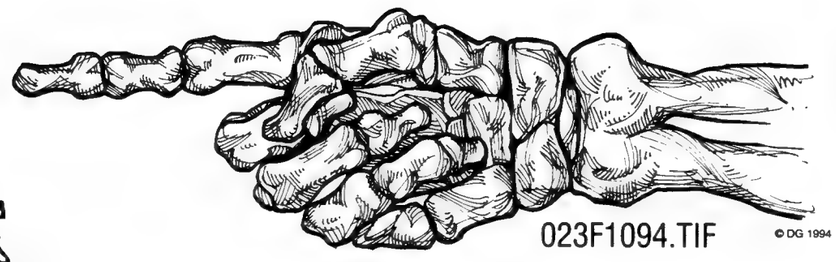

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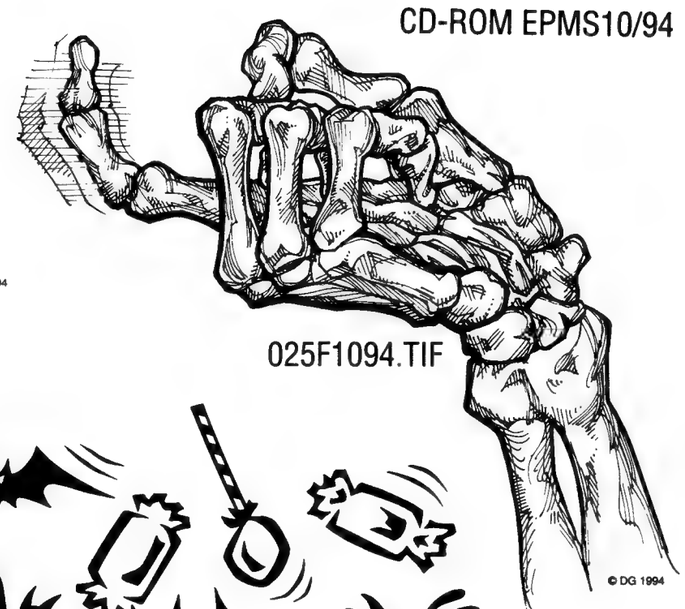

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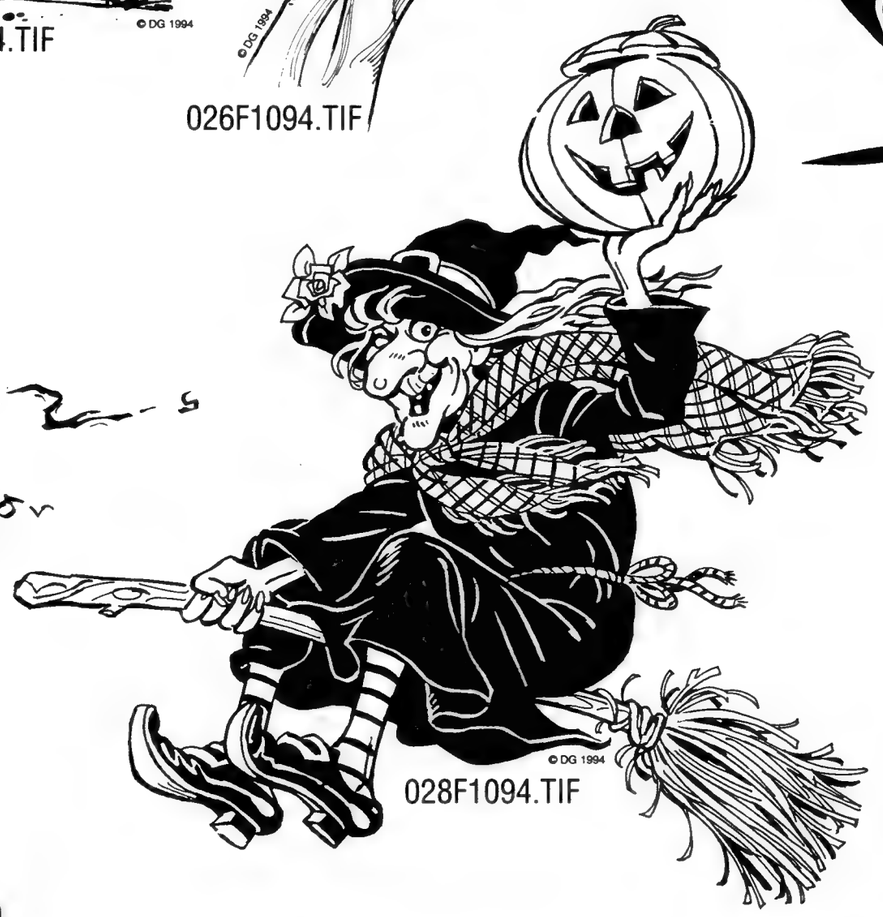

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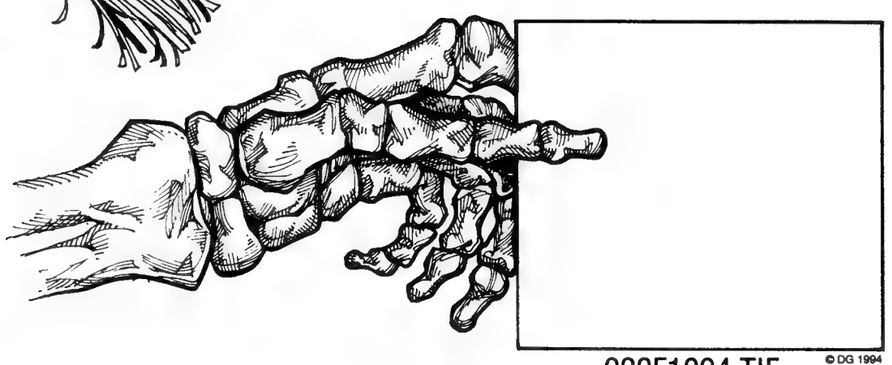

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Leavas June 94 Clipper

Oktoberfest

Don't miss out on the fun, food, and music!

Celebrate with us Saturday & Sunday, October 15th & 16th

Bring your friends to the Seventh Annual Oktoberfest. Enjoy traditional German fare, delicious German lager, and live music and entertainment by the Edelweiss Oompah Band & Dancers.

- **Kids' activities**
- **Polka contest**
- **Great food**
- **Craft fair**
- **Folk dancing demonstrations**
- **$5 per person admission**

White Oaks Recreation Area
6980 North Ashland Avenue

Got A Big Game? You Need A Big Deal!

Get two of our Deluxe Super Sized Pizzas, two orders of breadsticks, and two liters of soda for only

This offer good on carry-out orders only **$9.99**

THE PIZZA PAN
624 West Main • 555-3985

BETTER SAFE

THAN SORRY

In the event of an emergency, the last thing you want to worry about is your insurance. Make sure you're covered with our no-cost, no-obligation Insurance Review. It's a quick and easy way to give yourself some peace of mind. Call today.

MID-CENTRAL INSURANCE
4225 North Jackson, Suite 304 • Phone 555-9090

You're FREE to choose the lowest price on your purchase.

Shop around for the car you want at the lowest price. Then bring that price to us. We'll not only match it, we'll beat it. Choose from the largest selection of sedans, sports, and utility vehicles in the downstate area.

PREMIUM AUTO SALES
4798 South Oakland Highway

WELCOME!

Come to our Grand Opening this Friday, Saturday, and Sunday! Try the most delicious imported coffees, teas, and freshly baked cookies and pastries.

E Street Coffee House
7571 West Dessart Place

Wow, What A Great Discovery!

Get A Free Car Wash With Every Fill-Up

A minimum $10 gas purchase gets you a brushless car wash and wax.

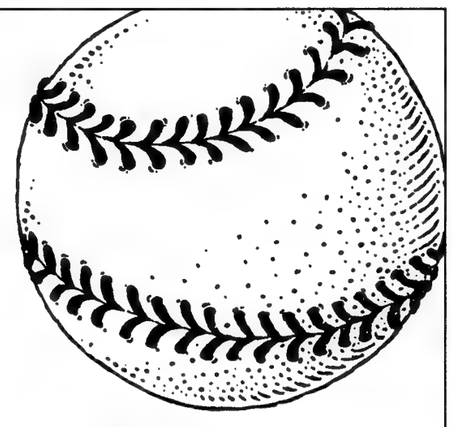
This offer good on passenger vehicles only.

Wilson's Service Station
3774 East Main St.

National Newspaper Week, October 9 thru 15

When you want to know the whole story, turn to the source that really sheds some light on the subject.

THE ALTON DAILY NEWS



Here's A Real Hit!

Score Big Savings On A Complete Winter Tune-Up!

Prepare your car for cold weather driving with a winter safety check and tune-up for only $35.99

- **Oil change • Check and top off fluid levels**
- **Check hoses, belts, and filters • Check tires**
- **Engine tune-up (repairs & labor not included)**

THE WEST SIDE AUTO CLINIC
7642 East Snodgrass • Phone 555-8960

Hungry, Thirsty, And In A Big Hurry?

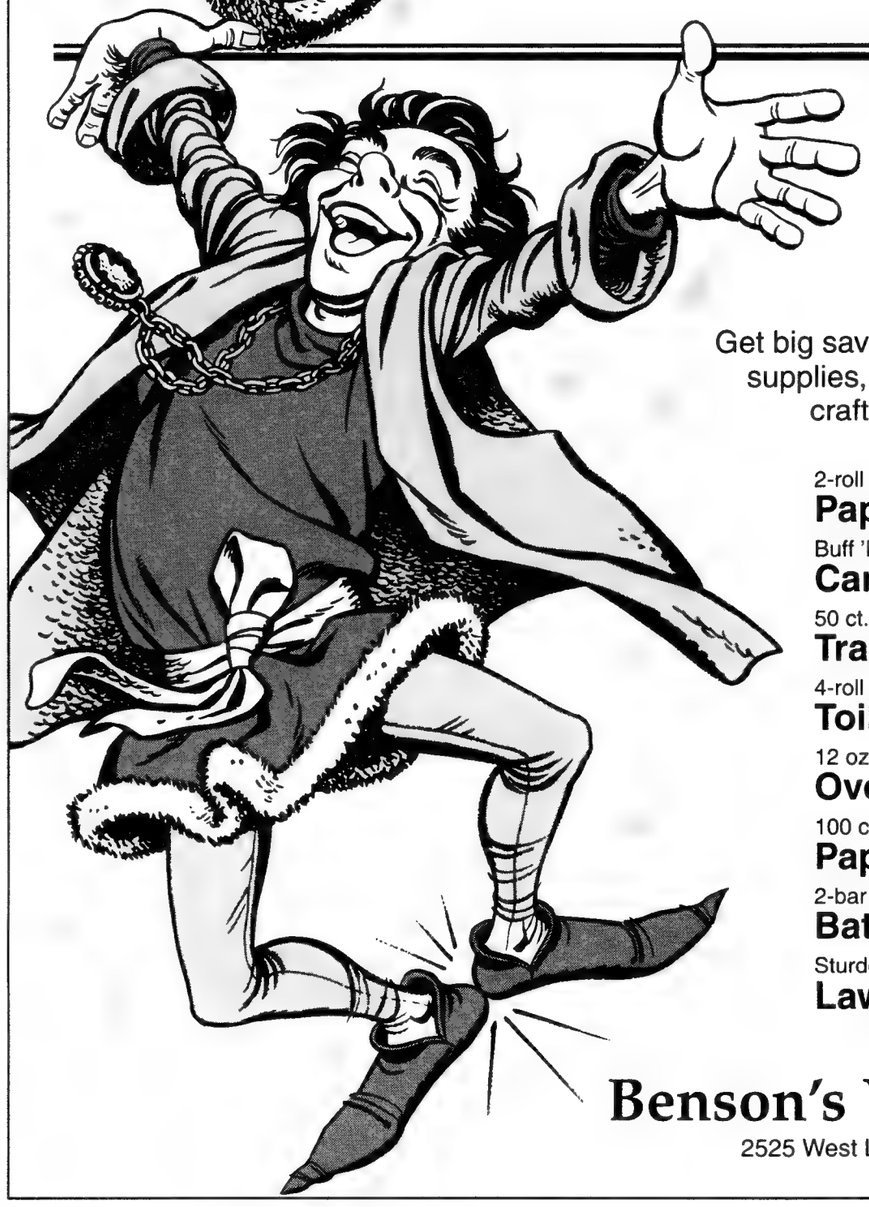
Try the Quik Meal Menu – delicious sandwiches, soups, and salads that are on your table in 30 minutes or less.

The Rathskeller
2104 West Wilson

Confetti created by designer

CeLeBrAtE And SaVE

At Our Columbus Day Sale!



Stock up on great bargains Monday, October 10

Get big savings on lawn and garden supplies, housewares, domestics, craft supplies, and cosmetics

2-roll package VeriDri **Paper Towels**	$1.99
Buff 'N' Shine Paste **Car Wax**	$3.99
50 ct. box TuffGuy **Trash Bags**	$2.29
4-roll pack Softee **Toilet Tissue**	$1.59
12 oz. can ShineeClean **Oven Cleaner**	$3.29
100 ct. package **Paper Plates**	$1.29
2-bar package Westy **Bath Soap**	$2.19
SturdeeBilt **Lawn Rake**	$2.69

Benson's Variety Mart
2525 West Lincoln Highway • Open 7 days

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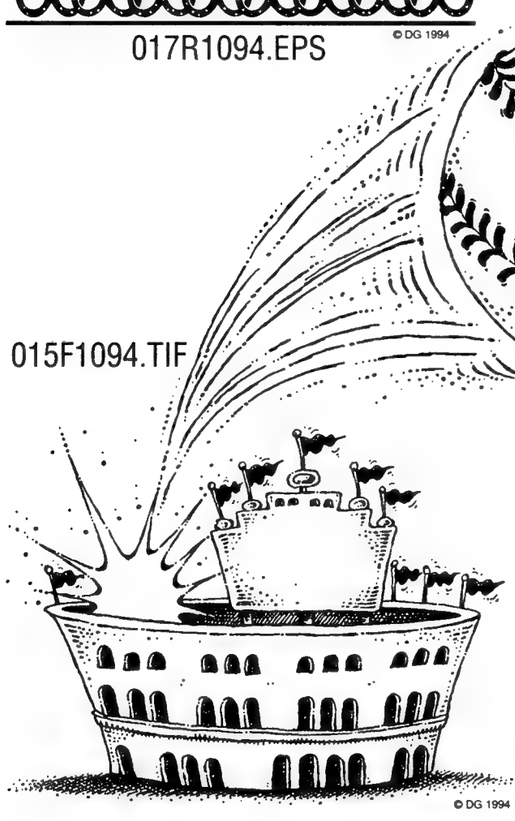

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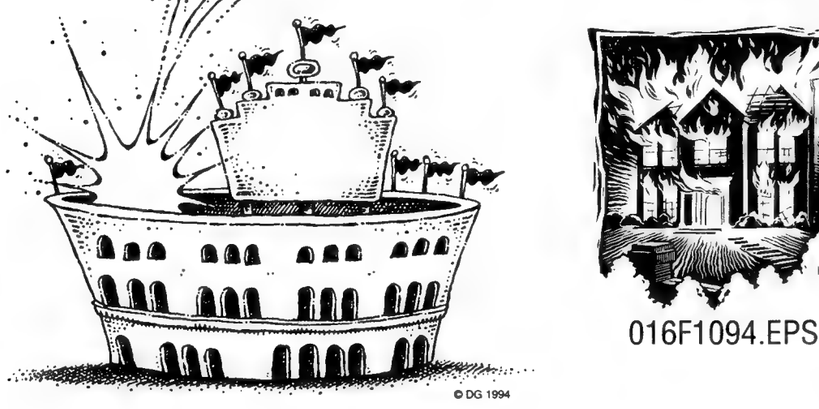

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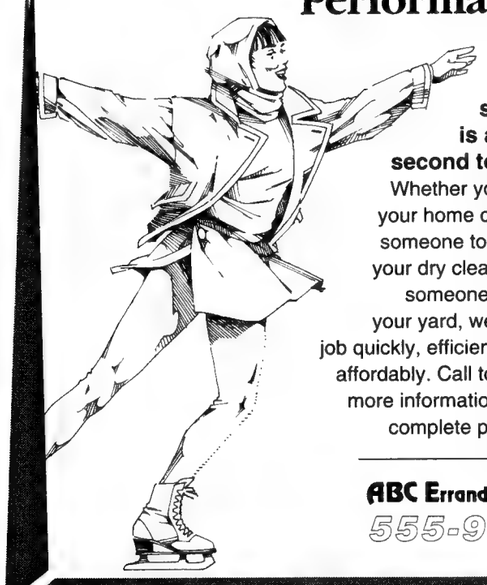
A Winning Performance

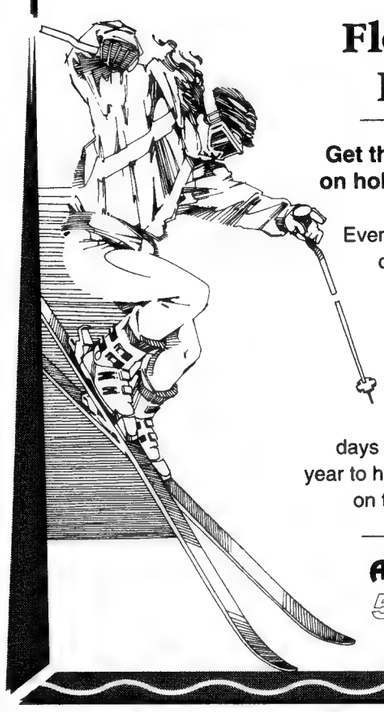


Our service is always second to none

Whether you need your home cleaned, someone to pick up your dry cleaning, or someone to rake your yard, we do the job quickly, efficiently, and affordably. Call today for more information and a complete price list.

ABC Errand Service
555-9332

Flexibility Is A Plus

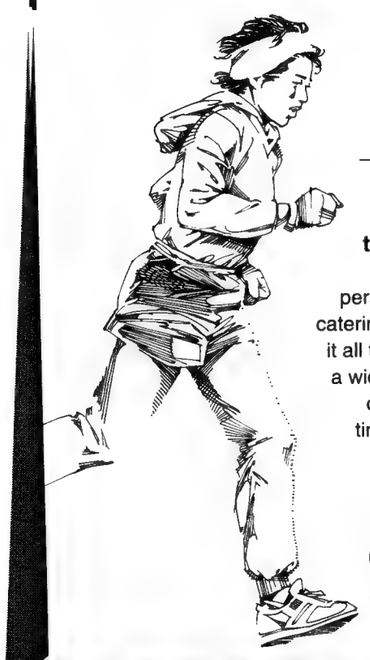


Get the help you need on holidays, evenings, and weekends

Even the best laid plans can develop a hitch. And it always happens *after* "regular business hours." That's why we're available 24 hours a day, seven days a week, 365 days a year to help keep your plans on track. Call us today.

ABC Errand Service
555-9332

Let Us Do The Legwork



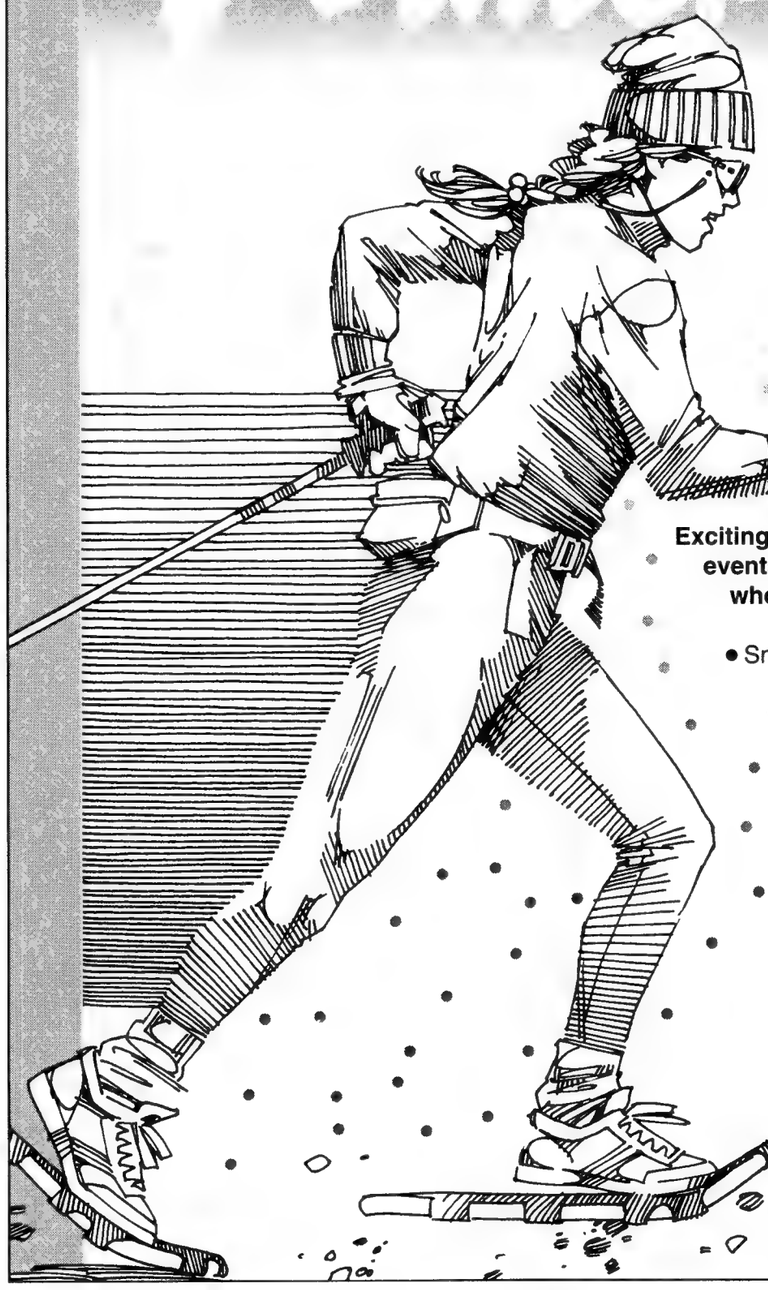
Simplify your life with help from the errand experts

From baby-sitting to personal shopping, from catering to cleaning, we do it all for you. Choose from a wide variety of services designed to save you time and effort. Call us for more information and a price list.

ABC Errand Service
555-9332

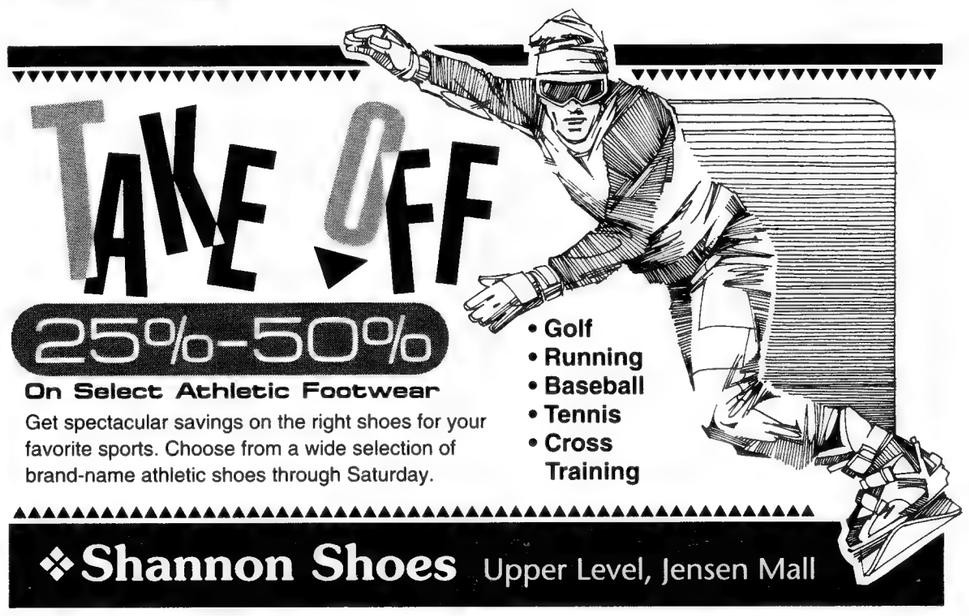
Winter Fun

Sunday, October 30, 1994
A Supplement To The Daily News



Exciting outdoor events for the whole family

- Snowmobiling
- Ice Skating
- Sledding
- Skiing
- More



TAKE OFF

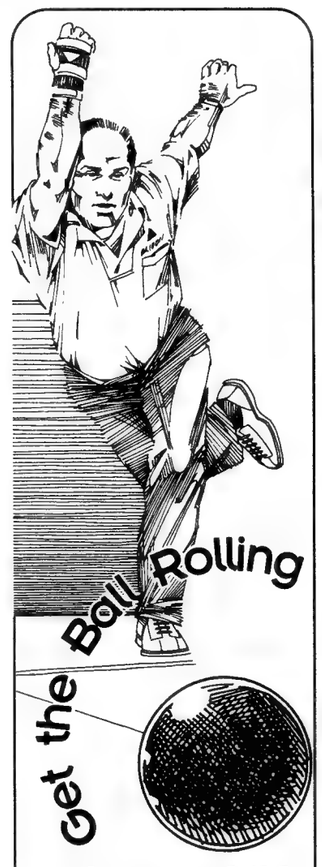
25%-50%
On Select Athletic Footwear

Get spectacular savings on the right shoes for your favorite sports. Choose from a wide selection of brand-name athletic shoes through Saturday.

- Golf
- Running
- Baseball
- Tennis
- Cross Training

❖Shannon Shoes Upper Level, Jensen Mall

Dynamic type treatment combined with realistic sports art to create eye-catching shoe store ad, left. "Take Off" created by combining different point sizes of Helvetica Compressed Ultra, bouncing letters, screening the "T" and "O," making sections where letters intersect white, and adding black triangle under the "O." Small Zapf Dingbats triangle repeated and added to border.

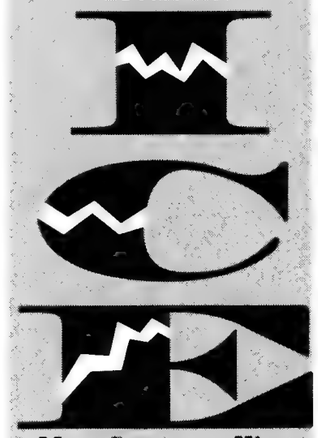


Help your child learn and grow

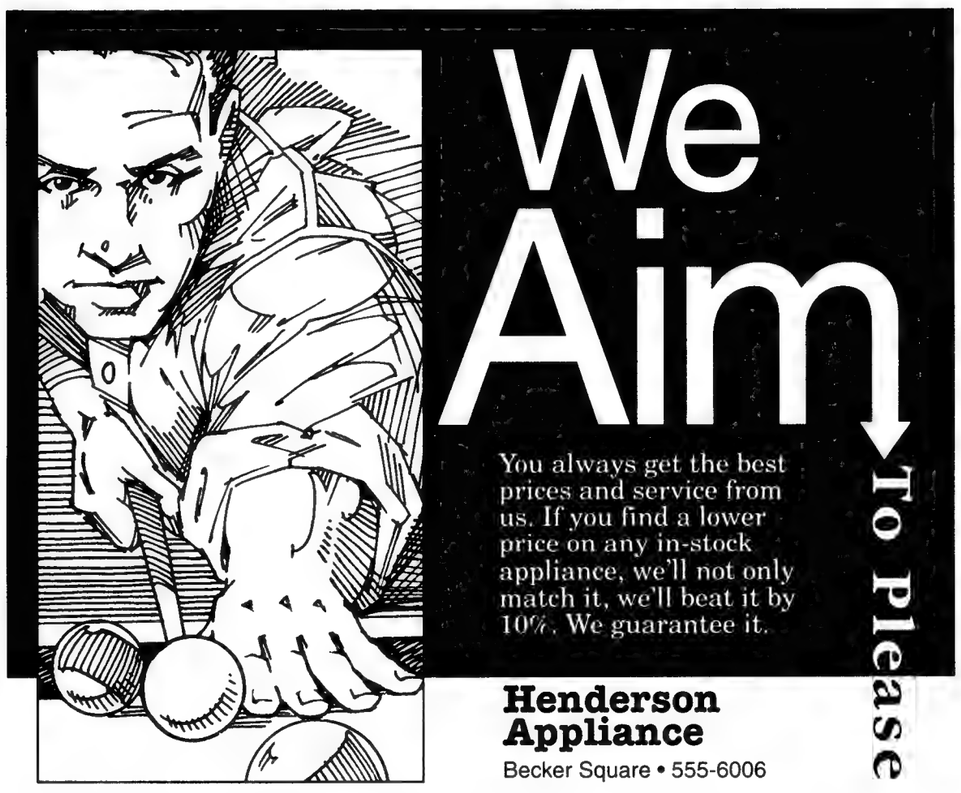
If your child has difficulty learning, our study skills programs can make a big difference. Call today for your **FREE** consultation.

Grey Learning Center
505 Main St. • **555-5099**

Break The



Meet Someone Nice
Read the Personal Section, Sundays in **The Journal**



We Aim To Please

You always get the best prices and service from us. If you find a lower price on any in-stock appliance, we'll not only match it, we'll beat it by 10%. We guarantee it.

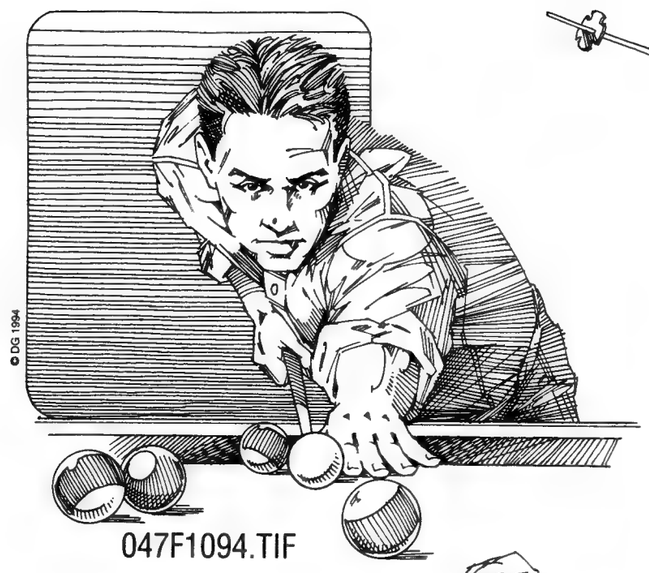
Henderson Appliance
Becker Square • 555-6006

RRRRev Up For Savings

Winterizing Special This Week Only
Make sure your car is ready for winter. Get fluid levels topped off, hoses and belts checked, and the oil and filters changed for only

$24.99

Archer Automotive
5908 N. Cypress • **555-7578**



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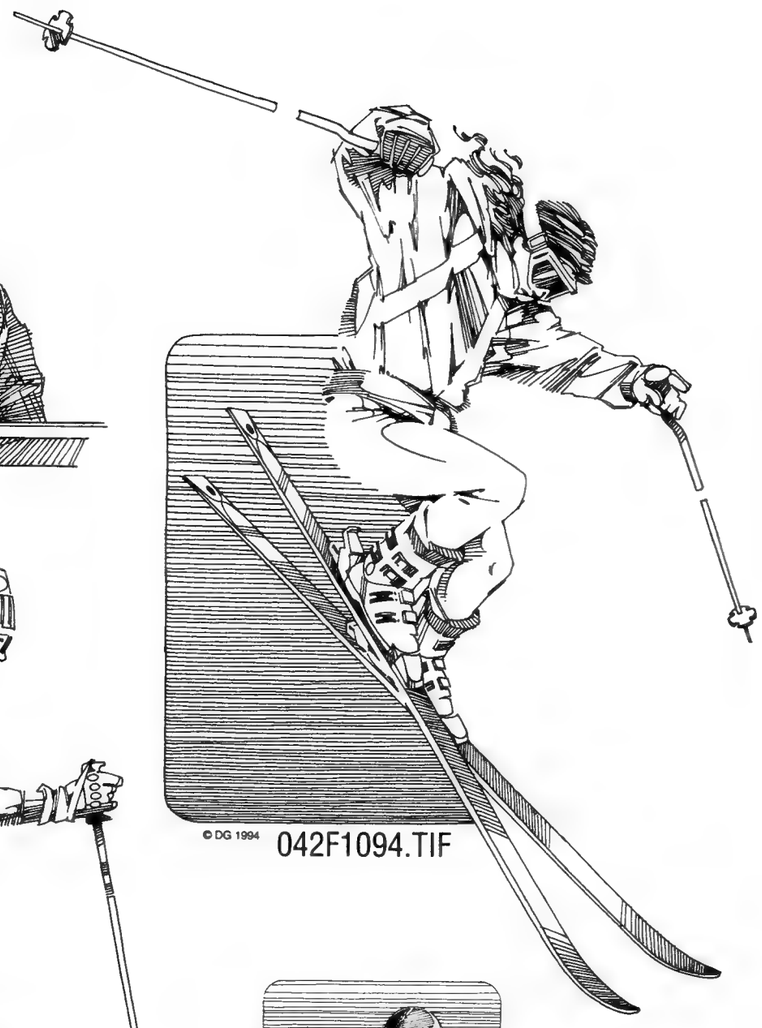

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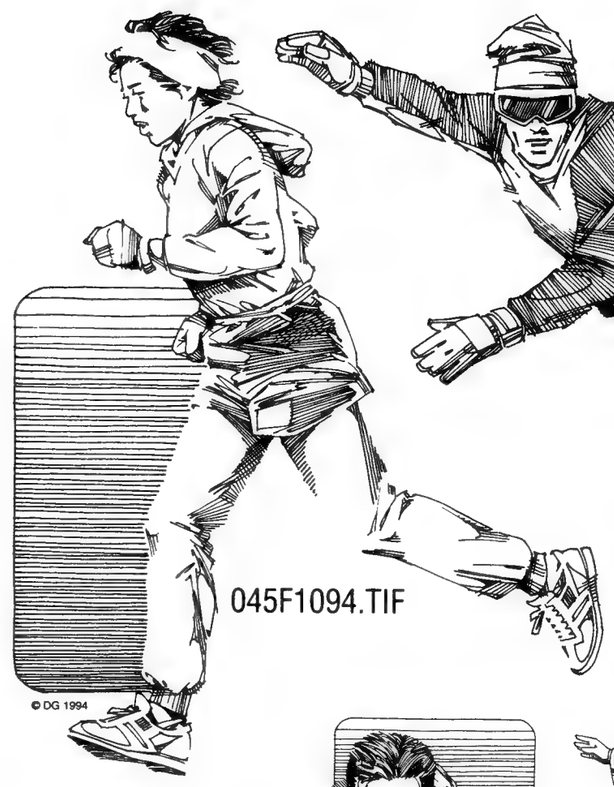

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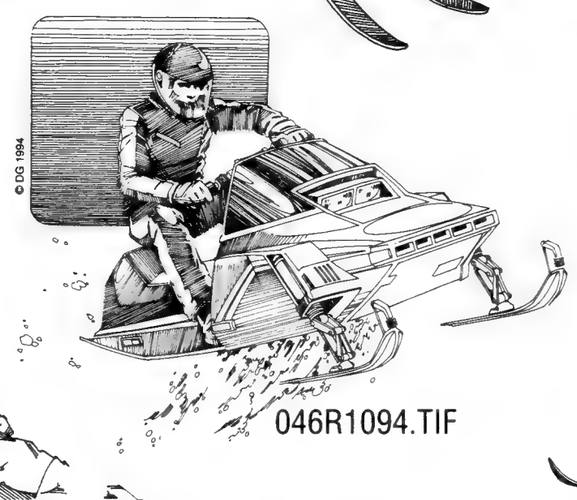

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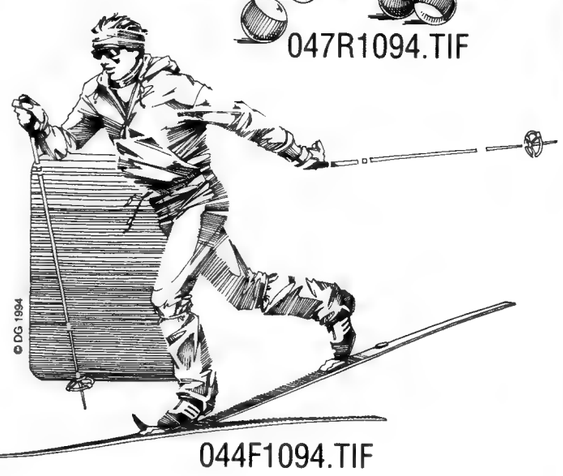

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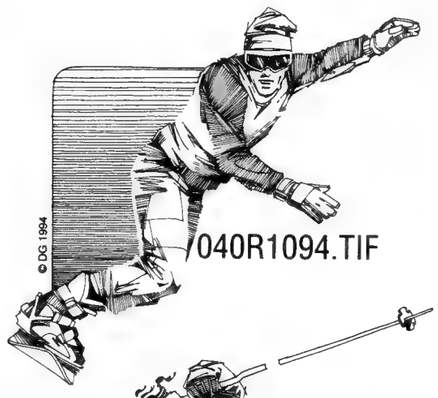

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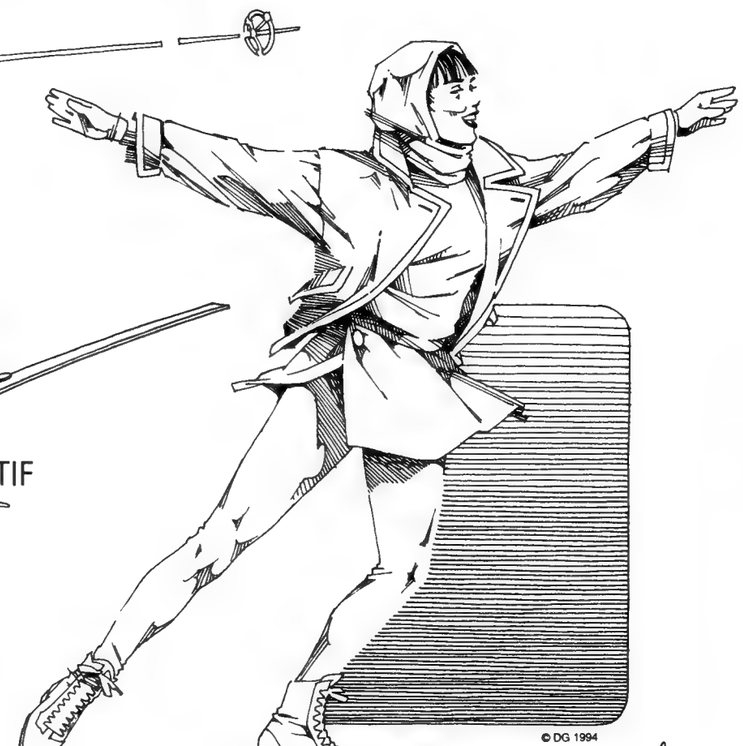

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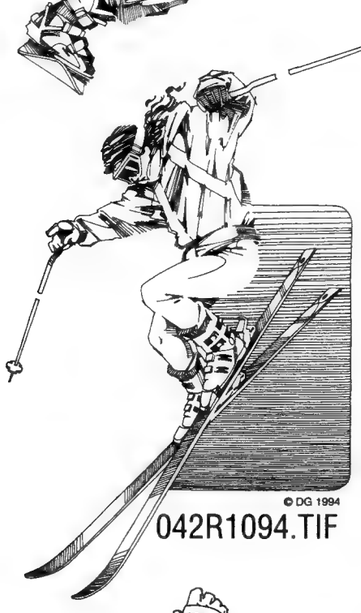

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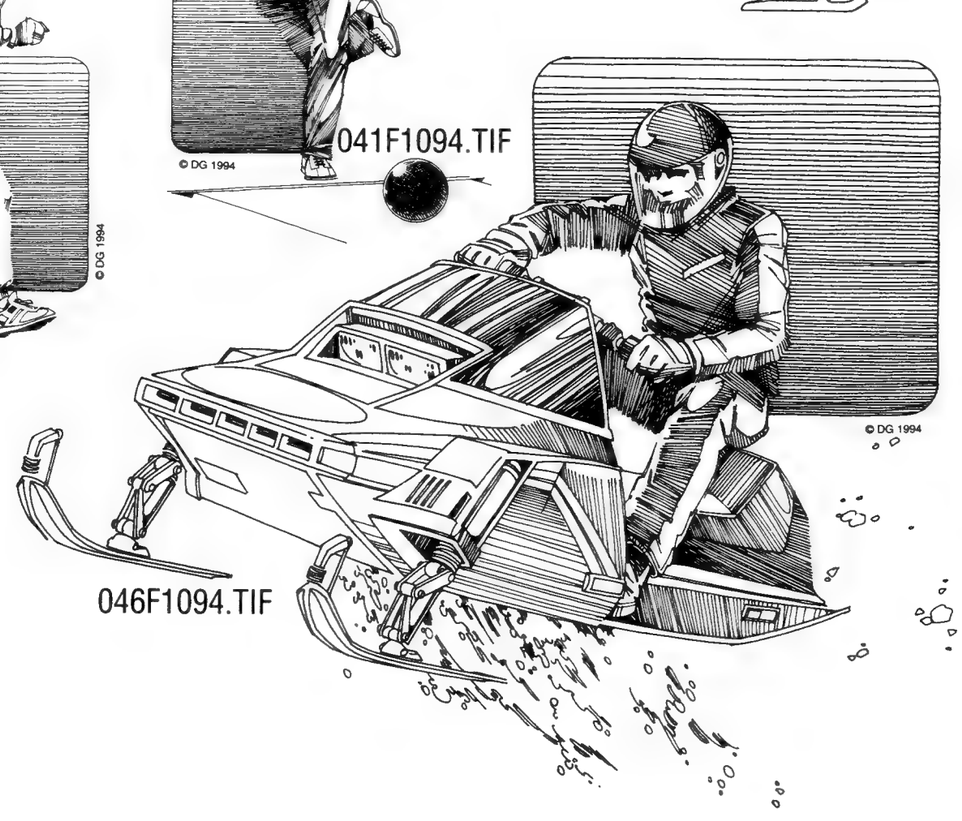

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Note: Numbers identify images for Electronic PMS subscribers.

Are you drowning in

DEBT?

Save yourself with a Bill Consolidation Loan

Stop paying all the high interest charges on your credit card debts. A Bill Consolidation Loan lets you make one easy, affordable payment every month. Get your finances back on track. To learn more about it, or to apply, call or visit us.

❖ Central State Credit Union • 546 Elm • 555-9233

Stay on COURSE

with a boat loan that won't sink your budget

Get cruising in your "dream boat" with an affordable Home Equity Loan. It allows you to borrow against the investment you've made in your home without going through the hassle of refinancing. Favorable loan rates and terms make this the best time to start making dreams come true. Call for details.

❖ Central State Credit Union • 546 Elm • 555-9233

Put yourself in the driver's SEAT

with a really "speedy" car loan

Call **Loan Phone** at **1-800-555-LOAN** to apply for your car loan. It's convenient, and you can get approval quickly.

❖ Central State Credit Union • 546 Elm • 555-9233

IT PAYS TO ADVERTISE

Recent surveys show that one out of every four of our readers scans the classified ads at least three times a week. That means that over 8,000 people will see your ad when you advertise in the classifieds. Call today to find out how effective and affordable classified advertising can be.

The Daily Times Classifieds
■ 555-7780 ■

Screened arrows, Stone Serif Semibold headlines, and whimsical art create continuity for credit union ad series, above.

Get in the swim!

If you're tired of the gray skies outside, then come inside and take a fun Fall Session Class.

- *Beginning Swimming*
- *Basic Gymnastics*
- *Jazz Dance Class*
- *Beginning Hatha Yoga*

For a complete class listing, or to register, call **555-9833**.

✱ Oakville Community Center

Headline Decorative Headings & Alphabets, Vol. 2

You've Got Class

Hey Graduates! Now that you've got that new job, you could use some new wheels. Buy any new car this month and get special financing

WITH AN INCREDIBLY LOW 5.9% ANNUAL PERCENTAGE RATE!

1994 Gratton Deluxe
Two-door, low miles, power group, AC, AM/FM stereo, gets great gas mileage,
was $6,900, ***now $5,950***

1994 Tonda Sector
Fuel efficient, four-door wagon w/built-in child seats, AC, power group, low miles,
was $9,900, ***now $8,650***

1994 Venus DeMilo
Two-door, five-speed convertible w/power group, leather interior, moon roof,
was $17,900, ***now $15,975***

1994 Crabbe Nebula
Four-door convertible sedan w/power steering and brakes, AC, custom paint
was $11,900, ***now $9,950***

1994 Forester Ridge
Family mini-van w/power steering and brakes, AC, luxury interior, low miles,
was $14,900, ***now $12,975***

1994 Tonda Kicker
Four-speed family wagon w/power steering and brakes, interior lighting group,
was $10,900, ***now $8,950***

1994 Montana Butte
Executive car, luxury sedan w/power group, moon roof, Laufunkt sound system,
was $17,900, ***now $16,970***

1994 Piñata Pasa
Five-speed, truck w/power steering and brakes, AC, AM/FM stereo w/cassette,
was $13,900, ***now $10,850***

1994 Texxus Wagon
Luxurious family car w/cloth interior, built-in child seats, air bags, AM/FM stereo,
was $19,900, ***now $17,990***

Wendt Automotive • 3830 West Wicker Parkway • 555-9236 • Mon.–Sat. 8–9, Closed Sunday

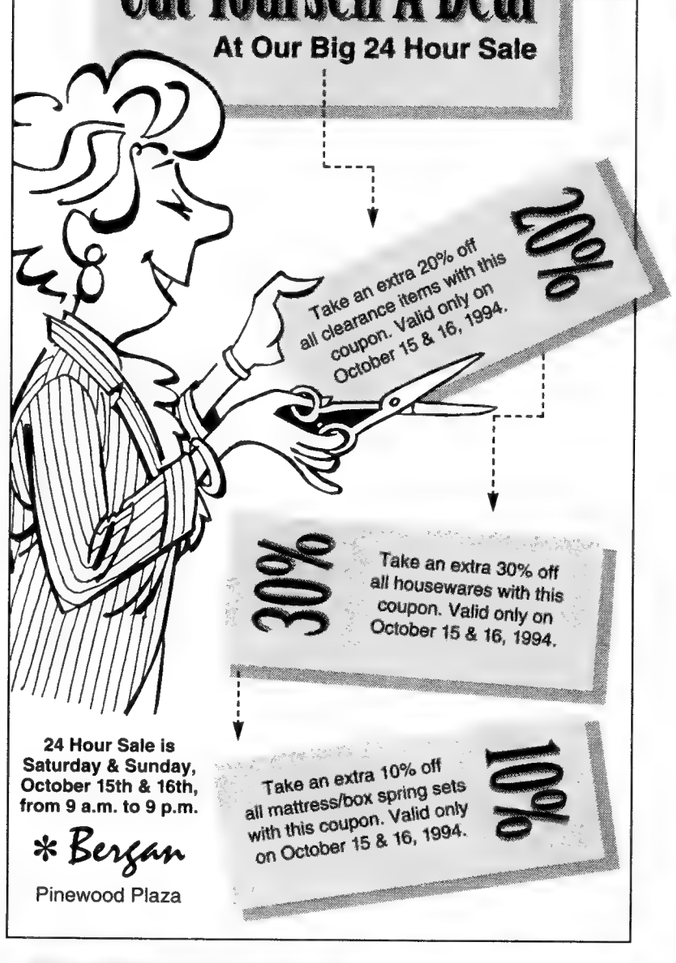
The savings add up

when you shop at **Vidmar Variety!** Get the brand-name items you love and save *up to 15%* every day.

Pine Plaza • Mon.–Sat. 9–9, Sun. 10–5

Cut Yourself A Deal

At Our Big 24 Hour Sale


Take an extra 20% off all clearance items with this coupon. Valid only on October 15 & 16, 1994.
20%
Take an extra 30% off all housewares with this coupon. Valid only on October 15 & 16, 1994.
30%
Take an extra 10% off all mattress/box spring sets with this coupon. Valid only on October 15 & 16, 1994.
10%

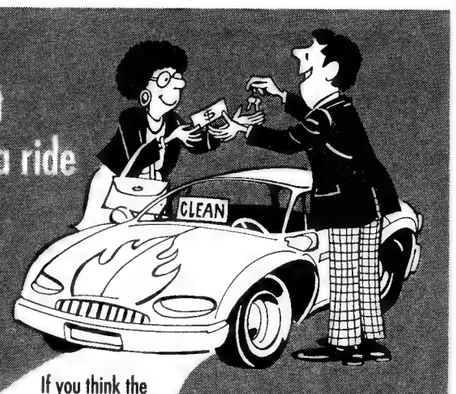
24 Hour Sale is Saturday & Sunday, October 15th & 16th, from 9 a.m. to 9 p.m.

✱ Bergan
Pinewood Plaza

Picture this

Mr. Handy
HOME CENTER
854 Main • 555-5467
Open Daily 9–9

Don't get taken for a ride



If you think the price on a new car sounds too good to be true, then it's probably just that. Play it smart with a Car IQ quote. For only a $5 fee, you get information on invoice pricing, safety, insurance premium ratings, dealership incentives, consumer rebates, vehicle comparison data, and much more. Getting a Car IQ quote is so easy. Just stop by our office, pay the $5 fee, and fill out a form to tell us about the vehicle you're interested in. We'll mail your Car IQ quote sheet back to you the very same day!

ANDERSON INSURANCE COMPANY • 7634 SHERIDAN • 555-9255

Say "BON VOYAGE" to your old furniture...

...and say "hello" to an affordable new look for your living room, dining room, bedroom, or family room. With any purchase of $500 or more during our Semi-Annual Storewide Sale, you pay

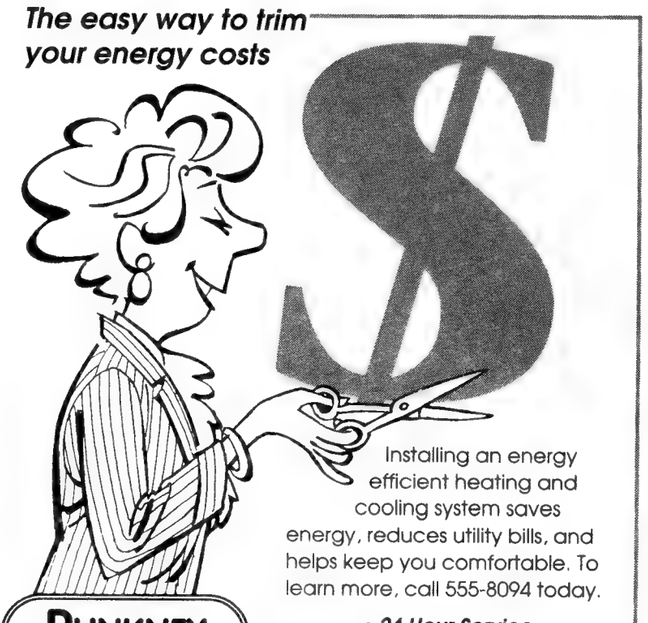
0% INTEREST UNTIL JANUARY 1995!*

Choose from three full floors of quality furnishings in classic, contemporary, and casual styles. Shop early for the best selection. Sale ends 10/31/94.

* Subject to on-site credit approval

JOHNSON BROTHERS FURNITURE • 9834 North Prospect • Oakville Center Plaza
Open Monday–Saturday 9 a.m.–9 p.m., Sunday 10 a.m.–5 p.m.

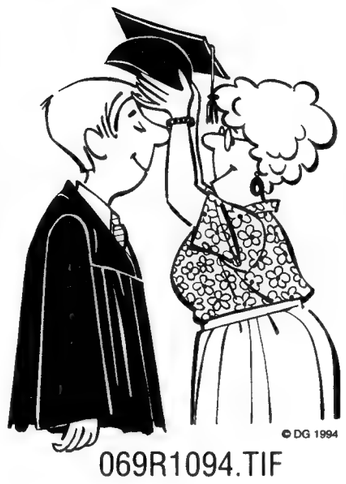
The easy way to trim your energy costs



Installing an energy efficient heating and cooling system saves energy, reduces utility bills, and helps keep you comfortable. To learn more, call 555-8094 today.

- ***24 Hour Service***
- ***Free Estimates***
- ***Maintenance***
- ***Installation***

PLINKNEY
Heating & Cooling
2418 S. 10th Street



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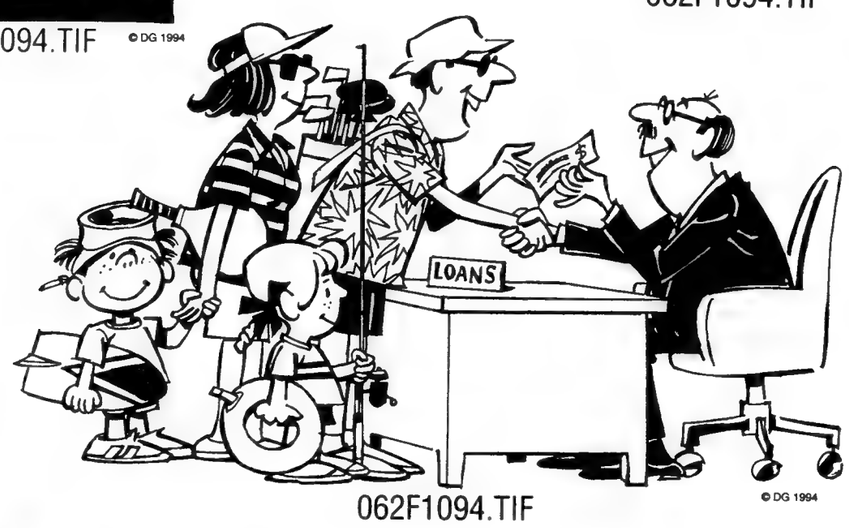

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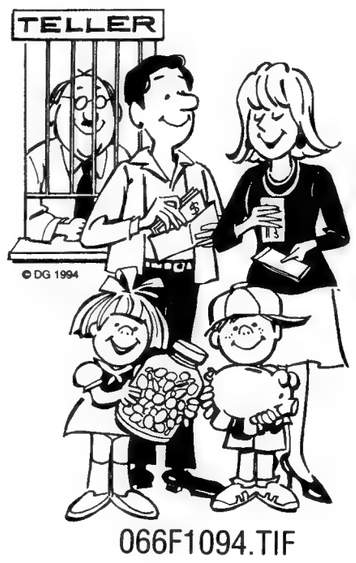

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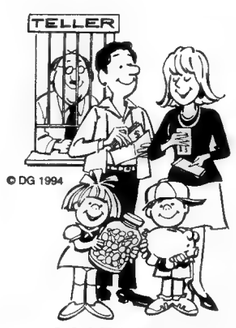

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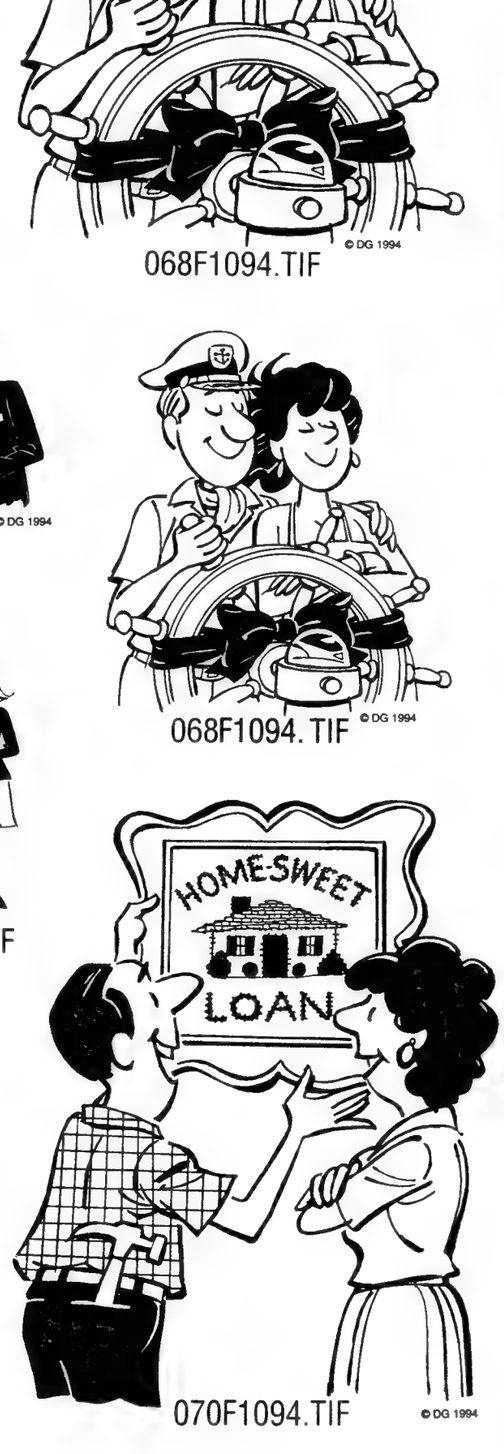

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Supplement to the Gazette, Sunday, October 9, 1994

VITAL *lifestyles*

Learn about the latest advances in fitness, health care, and nutrition to help you enjoy every minute of life to the fullest.

- Stay Active, Fit, And Healthy
- Meet Your Changing Nutritional Needs
- Think Healthy - The Power Of The Mind

Improve your score... make your money work harder for you

If you're a conservative investor planning for a college education or a comfortable retirement, then the Stability Fund is for you. The Fund invests in broadly diversified, dividend-paying bonds and stocks to reduce risk and increase returns.

To learn more about the Stability Fund, call 555-3490. We'll send you a free information kit.

Gunther Financial
Investments for today and tomorrow

"1/2 Price" Feb 86 Print Media Service

Feel the difference!

Look good, feel great, and save money with our New Member Discount

During the October Half-Price Special, new members get a one-year membership for only $150!

1/2 Price!
MEMBERSHIPS THRU 10/31/94

- Aerobics Classes
- Weight Machines
- Whirlpool Hot Tub
- Personal Trainers
- Swimming Pool
- Running Track
- Free Weights

Call 555-4382 for your free tour!

Pike Health Club
677 N. Avalon St.

FEEL GOOD ABOUT YOURSELF

If you're retired, and looking for an outlet for your professional skills, look no further. Local small businesses and service organizations are ready to put your knowledge and experience to work. ***Call 555-8469*** *for information on how you can join.*

Retired Service Corps

Put yourself in the picture!

As a Credit Union Member, you have access to special rates on airfares, travel packages, guided tours, and cruises through the Credit Union Travel Guild. Call 555-2950 today for details.

Pearl Credit Union
819 W. Main • 555-2950

Quality, Service, & Dependability

SINCE 1959

Phillips Auto Repair
3450 South Monroe St. • 555-4583

No matter how big or small your repair needs, [illegible] your car to the experts with over 70 years of [illegible] combi[illegible]ine diagnosis

Give Them A Break!

If someone you love is the caregiver for a homebound person, then give them a well-deserved rest. Our trained personnel are ready to step in and take over so the caregiver can have some much-needed time off.

Call 555-7590

Good Neighbors, Inc.

Sit back, relax, and enjoy the good life!

If you're looking for a new place to live...if your home has become too much to take care of...if you're ready for easy, carefree living, then you're ready for a luxury condominium.

Two- and three-bedroom units are now available. Your condo fee covers all groundskeeping and exterior maintenance and the use of the clubhouse with indoor swimming pool and hot tub. Call 555-3400 to schedule a tour of one of our model condominiums.

WEST HAVEN CONDOMINIUMS
A Division of Gertz & Company Property Management

Come Join The Fun!

Enjoy interesting activities with other people

Make new friends at the Community Center

- Day/Evening Indoor Walking Groups
- Day/Evening Co-Ed Volleyball Leagues
- Day/Evening Co-Ed Bowling Leagues
- Day/Evening Co-Ed Shuffleboard Leagues

call 555-3500

Chartered bus tours and group events are scheduled regularly

- Group dinners every month at a different area restaurant
- Fall Foliage Tour on Sunday, October 16
- Bus trip to Mega Mall on Friday, October 7
- Program by Dr. Pat Long, "Eating Right, Eating Light," on Tuesday, October 25

Winmoor Community Center
566 N. Hamilton St. • 555-5902

"Specials" Nov. 92 Print Media Service

DON'T FORGET THOSE COUPON *Specials*

Watch for money-saving coupons every Wednesday in The Daily Journal News

Headline May 91 Print Media Service

Supplement to the Journal News, Sunday, October 23, 1994

FOR SENIORS ONLY

Look inside for special savings and services for seniors at every store in Winston Mall

- *Senior Discounts*
- *Delivery Service*
- *Gift Wrapping*

Coupon mortice May 94 Print Media Service

Senior Savers SPECIAL COUPONS

Senior Coupon

October Special

Present this coupon on Wednesdays with your Senior Savers Card to get an extra

10% OFF

OR

Senior Coupon

October Special

Spend $100 or more on Wednesdays, present this with your Senior Savers Card, and get

20% OFF

Here's a Special Gift for Seniors

Your Senior Savers Card saves you 5% on everything in the store every Wednesday. Use these special coupons during October with your card to save even more!

Get a Senior Savers Card – it's easy. Just sign up in Customer Service. It's a great way to save.

Kelso-Wren
IN NORTHTOWN MALL

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Great News!

Oakland Valley Mall
Fall Clearance Sidewalk Sale
October 14, 15, & 16

It's time for the biggest savings of the season in every store throughout the mall! Prices are slashed to rock bottom on shoes, clothing, housewares, sporting goods, linens, electronics, and much more this Friday, Saturday, and Sunday only.

Quantities are limited, so shop early for the best selection. Special Sidewalk Sale hours daily from 9 a.m. to 9 p.m.

OAKLAND VALLEY MALL

7564 North High Plains Parkway & Route 118 • Free Parking

Headline Jan. 93 Clipper

Graphic embellishments July 93 Clipper

Super Sweet Halloween Special

Save 10% on everything in the store through Saturday.

BENSON'S DRUG STORE
498 Chestnut Ave.

Headline July 93 Clipper

Urgent!! Important! Don't forget...

Attention parents – make an appointment for your child during the month of October and save 10% on their dental exam.

THE DENTAL CENTER
6523 N. Atlantic • 555-5930

Headline July 94 Clipper

A Frightfully Good Idea!

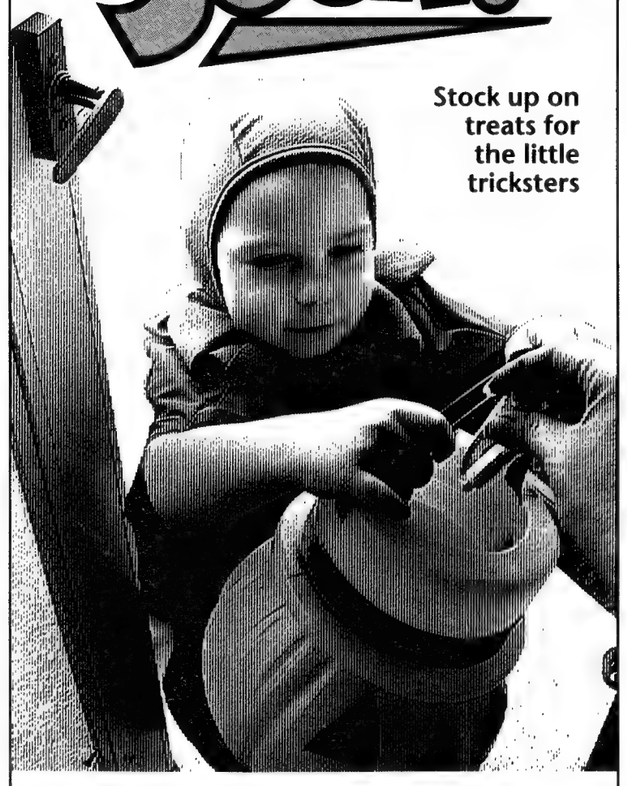
Get Halloween party supplies here and save

Make your party a howling success with the biggest selection of decorations, tableware, and games in town!

The Party Shop
7855 South Sheridan

Headline Nov. 92 Clipper

COMING SOON!



Stock up on treats for the little tricksters

Get ready for the ghosts and goblins coming to your door this Halloween

Save through Monday, October 31st on all in-stock Halloween items. Choose from a large selection of candy, costumes, and decorations.

- **Save 25% on kids' costumes and masks**
- **Save 15% on decorations and candles**
- **Save 10% on candy and party favors**

Lincoln Variety Mart

1200 Bond Street • Mon.– Sat. 9 a.m. to 8 p.m.

Headline Apr. 92 Clipper

Important INFO

NATIONAL FIRE PREVENTION WEEK IS OCTOBER 9–15

Protect your family from fire by making sure the batteries in your smoke detectors are fresh. Save 20% on all alkaline batteries during October.

FRIENDLY HARDWARE
3845 South McKenzie Road

Border Mar. 94 Clipper

Just for Kids!

Buy One, Get One Half Price!

Dress your kids affordably. Through Sunday, buy any item at regular price, get a second item of equal or lesser value at half price.

KIDS' FASHION MARKET
Lower Level, Mount Vernon Mall

HaRvst SaLe

Celebrate the season with bountiful bargains in every department!

20% off
Women's special occasion dresses and business suits
from Jacks, Sedan, Finch & Ames
Reg. $81.99–$175.99

40% off
Lush 'N' Plush 100% cotton luxury towels and bath sheets
In a variety of beautiful colors
Reg. $5.99–$35.99

25% off
All previously reduced fine china and crystal
From Ginko, Casta Blada, and Tiara
Reg. $11.99–$145.99

30% off
All in-stock men's wool business suits and jackets
From NewMann, Dentino, and Cedar
Reg. $110.99–$275.99

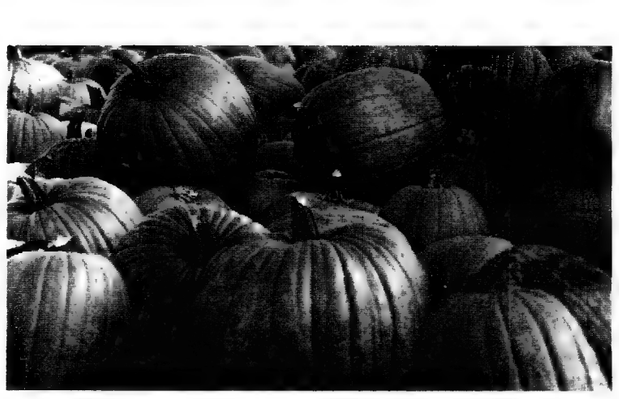
30% off
All in-stock personal stereos and CD players
From Soundz, Edge, and Wancko
Reg. $22.99–$115.99

35% off
Selected athletic shoes for women, men, girls, and boys
From Kixx, Runnerz, and Work-Out
Reg. $15.99–$67.99

Cunningham and Company

Lake Forest City Mall • Open Monday thru Saturday 9 to 9, Sunday, Noon to 5 • Major Credit Cards Accepted

008P1094.TIF



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END THE CAR-BUYING

NIGHTMARE

with our low priced, pre-owned vechicles!

1989 Konno Sportster
Two-door, low miles, power group, AC, AM/FM stereo, gets great gas mileage, was $6,900, ***now $5,950***

1993 Cord Cirrus
Four-door convertible sedan w/power steering and brakes, AC, custom paint was $11,900, ***now $9,950***

1992 Texxus Merrit
Executive car, luxury sedan w/power group, moon roof, Laufunkt sound system, was $17,900, ***now $16,970***

1990 Tonda Sentry
Fuel efficient, four-door wagon w/built-in child seats, AC, power group, low miles, was $9,900, ***now $8,650***

1992 Ghengis Khan
Family mini-van w/power steering and brakes, AC, luxury interior, low miles, was $14,900, ***now $12,975***

1993 Piñata Pueblo
Five-speed, truck w/power steering and brakes, AC, AM/FM stereo w/cassette, was $13,900, ***now $10,850***

1993 Venus Zephyr
Two-door, five-speed convertible w/power group, leather interior, moon roof, was $17,900, ***now $15,975***

1989 Tonda Placida
Four-speed family wagon w/power steering and brakes, lighting group, was $10,900, ***now $8,950***

1992 Texxus Wagon
Luxurious family car w/cloth interior, built-in child seats, air bags, AM/FM stereo, was $19,900, ***now $17,990***

Harris Auto *"Selection brings you in, service brings you back!"*
1211 South Dundee • Parkwoods, MI • 311-555-9236
Open Mon.– Sat. 8 a.m.–9 p.m.

Watch high prices

DISAPPEAR

Shop at any **Bigg Discounts** location and save up to 60% on everything in the store!

925 Melrose • 679 Knoxville • 2345 Prospect

We won't

STICK

it to you!

Buy an appliance from us and get our one-year Service Guarantee. If your appliance needs repairs, we'll pick it up, fix it, and return it to your home free of charge.

HERMAN APPLIANCE CENTER • 467 Sheridan

Come

Hang out

with us!

TAKE A GOOD LOOK...

...at our Lowest Price Policy. If you find a lower price elsewhere on any in-stock merchandise, we'll not only match that price, we'll beat it by 5%. Now that's a real eye-opener!

Famous Place • 3604 South Evergreen Ave.

Some sound reasons...

...why careful investing is so essential for your child's future.

Children need many things: lots of love, strong values, quality healthcare, good nutrition, and a well-rounded education. If you're concerned about paying for a college education, then you need to start planning now.

Our financial advisors are ready to help you develop a diversified portfolio of long- and short-term investments to meet the needs of your family now and in the future. Call today to schedule your no-obligation consultation.

WEI
WARNER ELLIS INVESTMENTS
340 WEST 42ND • 311.555.7213

There's money in your future

You don't need a crystal ball to find treasure...just turn to the classifieds! Jobs, services, merchandise, cars, real estate, antiques, auctions, flea markets, and more great things are waiting for you every day.

THE WASHINGTON TIMES
555-3499

Those little charges can pile up...

At First National Bank, you get a wide variety of banking services ***absolutely free!***

- Free checking with no minimum balance and no per check charge
- Free ATM services
- A low A.P.R. credit card with no annual fee

FIRST NATIONAL BANK
674 ELM • 555-3861

Sandwich June 90 Print Media Service

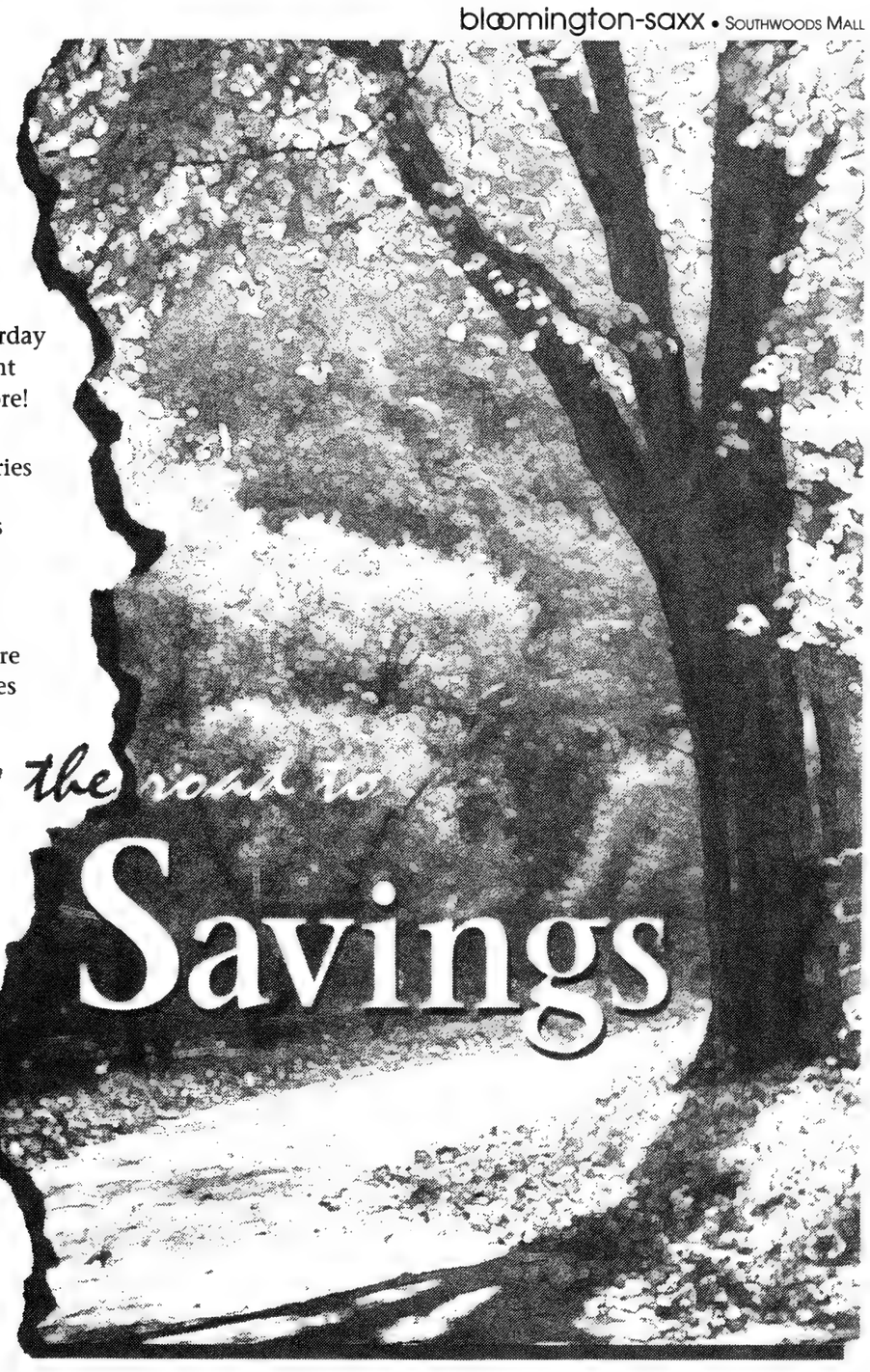
UNDER

·construction·

Build yourself the best sub in town!
Combine your favorite meats, vegetables, and cheeses with bread baked fresh daily to create a real masterpiece.
During October, get a six-inch sub for $2.99.

Super Sandwiches
734 Main Street • 555-8925
Carry-Out or Free Delivery

bloomington-saxx • SOUTHWOODS MALL



Save through Saturday in every department throughout the store!

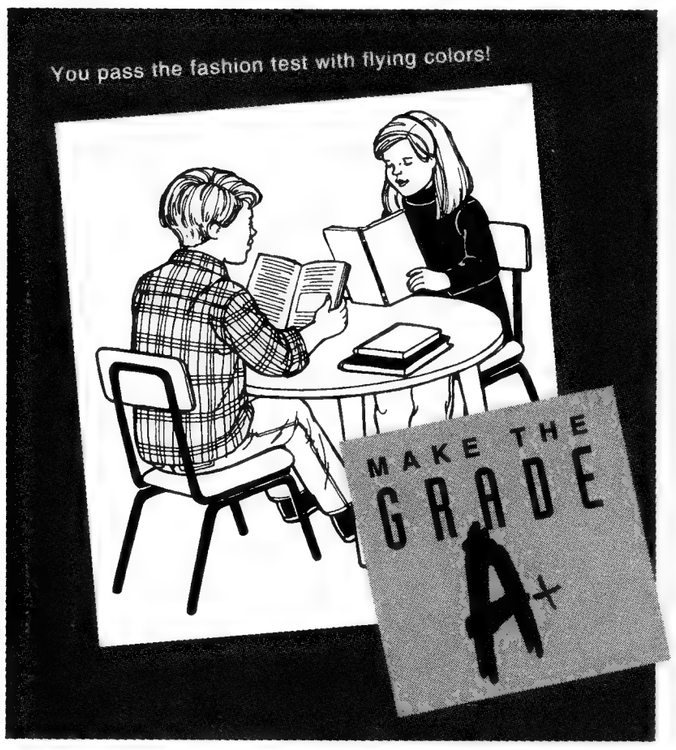
- Save 20% on all women's accessories
- Save 25% on all linens and towels
- Save 15% on all electronics and small appliances

Look inside for more money-saving prices

Follow the road to

Savings

You pass the fashion test with flying colors!



Your child loves to look good, and you love to save money. Through Saturday, get all the latest fashion looks from the famous makers you trust and

save an additional
20%
on all kids' clothing!

Already-low prices on all children's shirts, pants, sweaters, dresses, jeans, and coats are reduced for one week only. Shop early for the best selection.

*J. Bergen
PINEWOOD PLAZA

Bats dangling from "Hang out" drop-in, above right, created by removing spread wings from original art, then drawing new "folded" wings and feet to match style of art.

"Take A Good Look" ad for department store, above right, created by removing type from original art, adding headline to top box, expanding bottom box to make room for text, then positioning stippled shadow under expanded box.

"Bang" April 94 Clipper

Start off with a

BANG

Free appetizers every Friday from 3 to 7 p.m.!

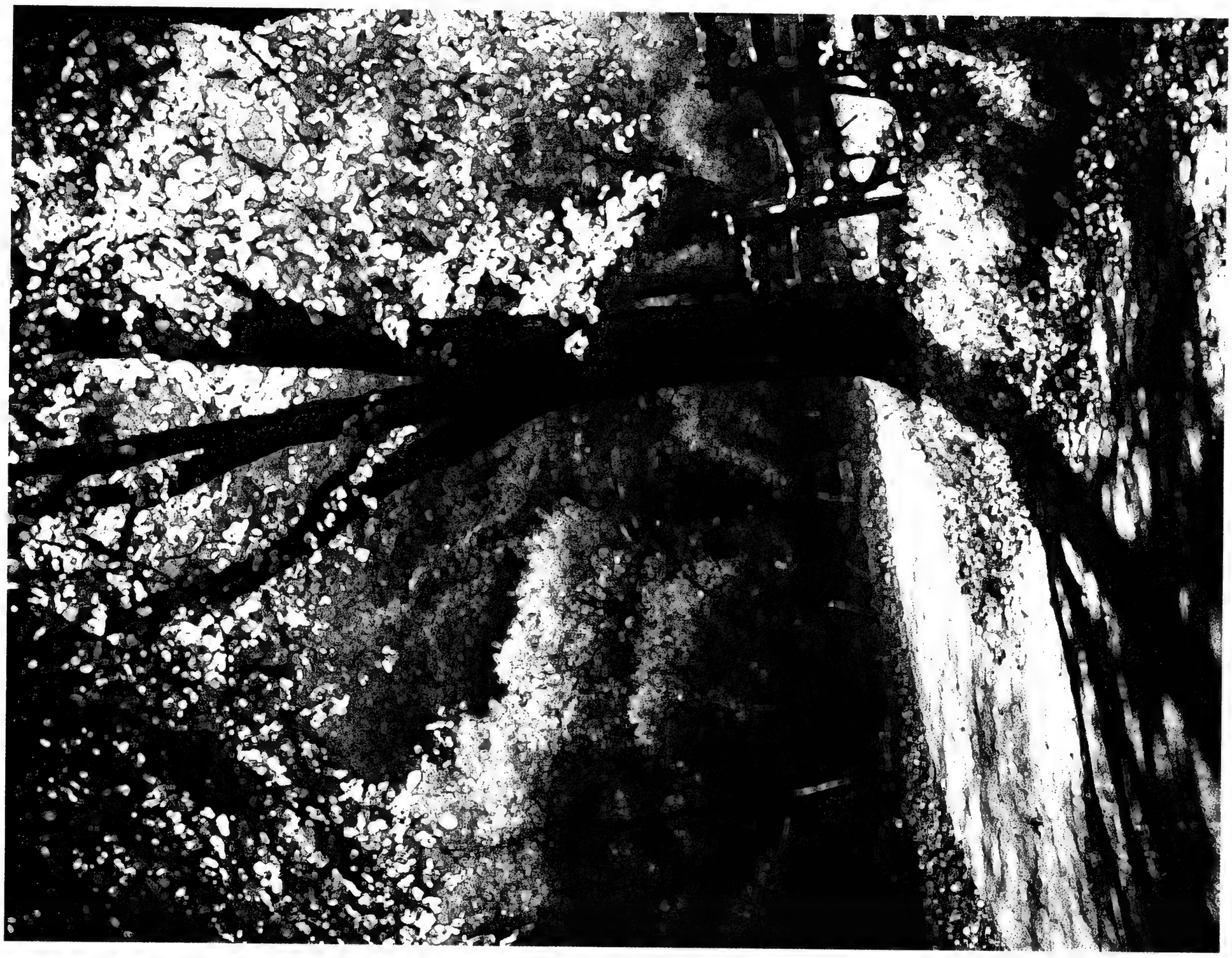
Madison Street Grille • 657 Madison • Open Mon.–Sat., Noon to 4 a.m.

BLACK PLATE

003D1094.EPS (Large Format)

004D1094.EPS (Small Format)

004P1094.TIF (Gray Scale)



COLOR PLATE

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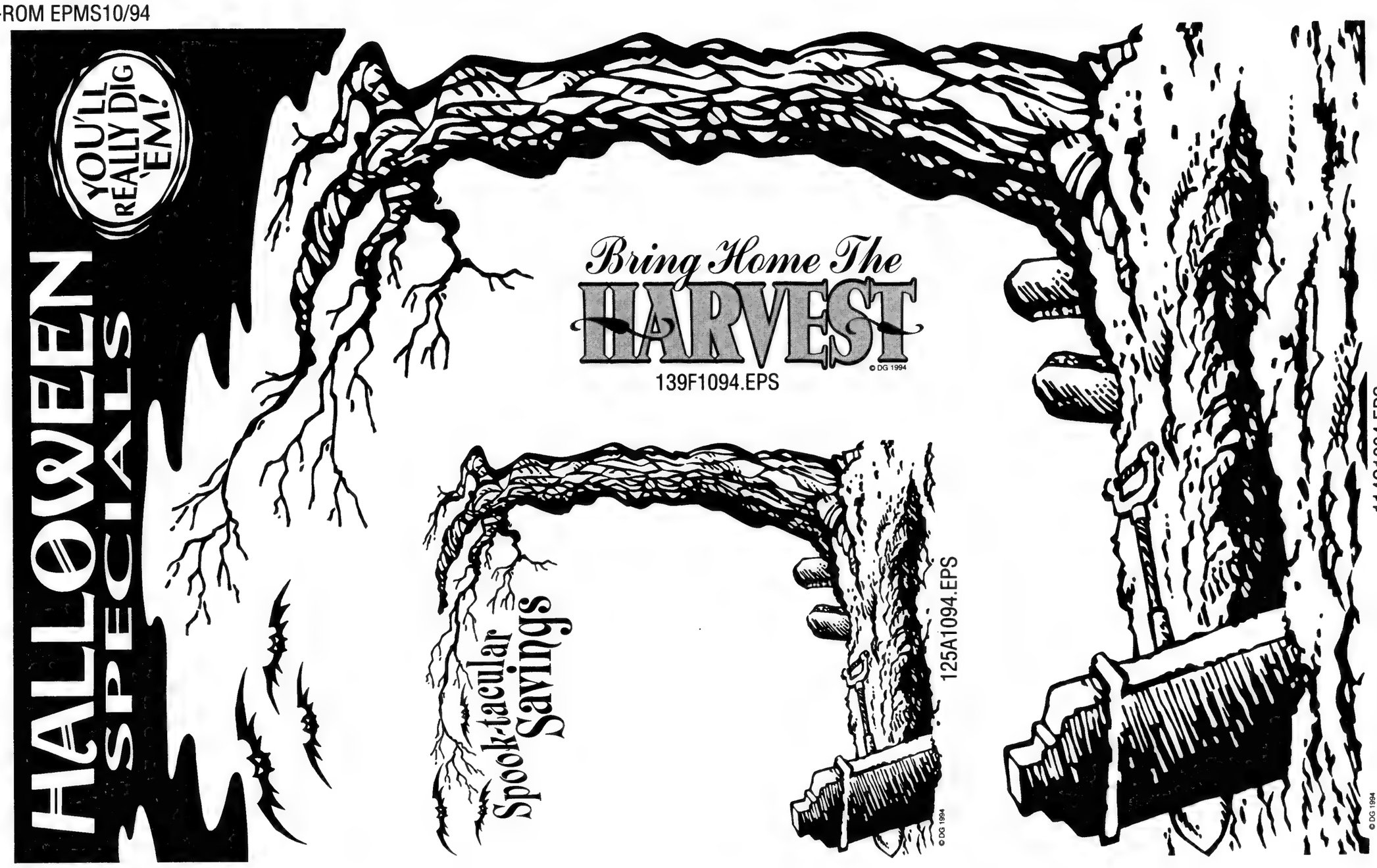
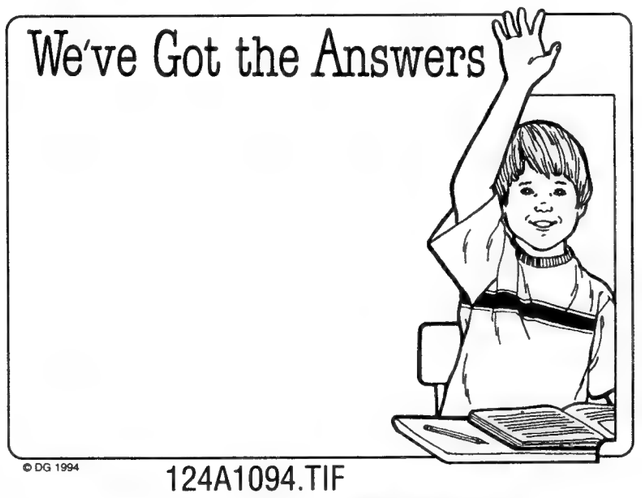
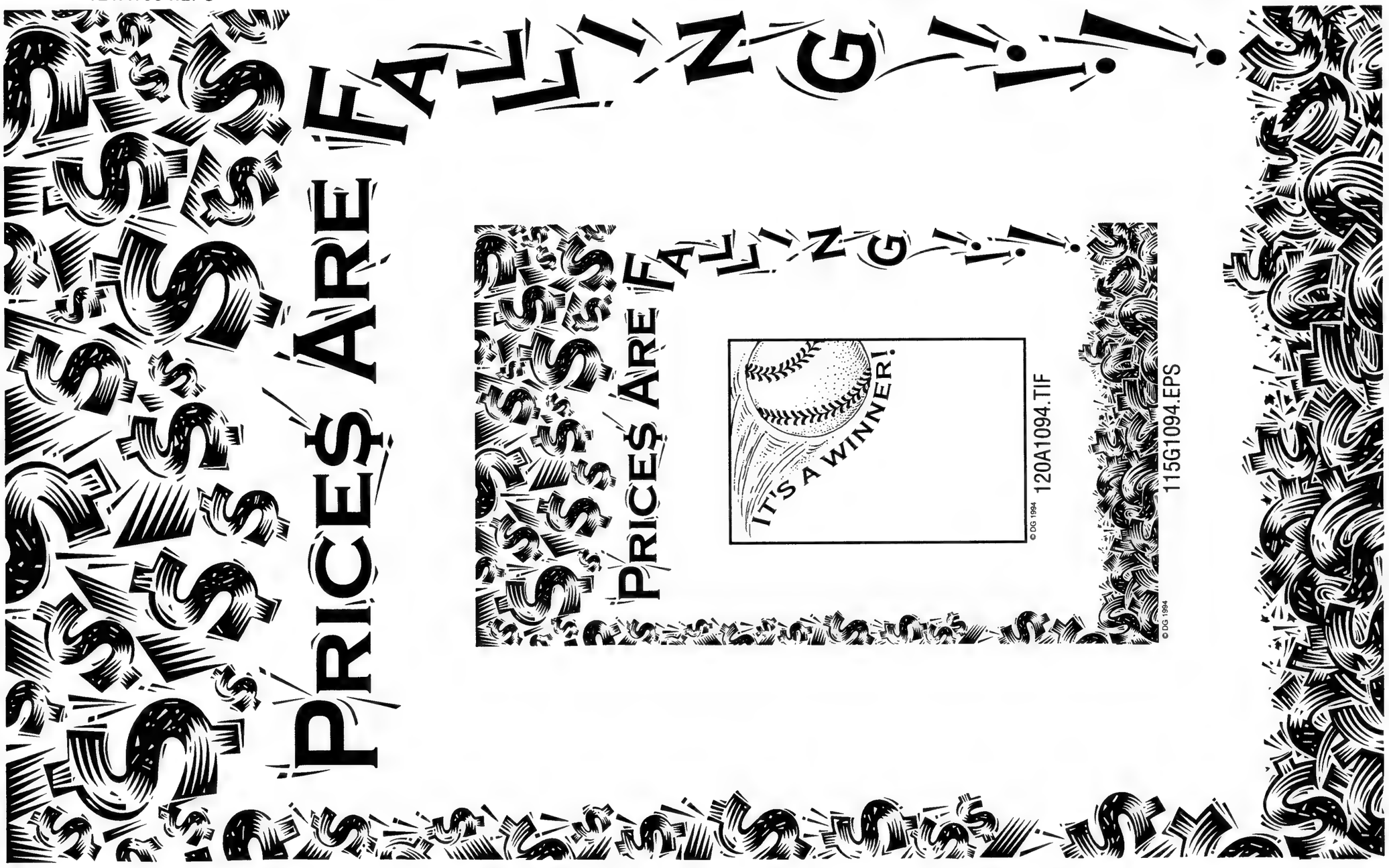

HALLOWEEN SPECIALS
YOU'LL REALLY DIG 'EM!
Bring Home The HARVEST
© DG 1994
139F1094.EPS
Spook-tacular Savings
125A1094.EPS
© DG 1994
114G1094.EPS
© DG 1994

DON'T GET STUCK BY HIGH PRICES!
© DG 1994
121A1094.EPS

It's never too early to start saving
© DG 1994
122A1094.TIF

Watch Out for Our Kids
© DG 1994
123A1094.TIF


We've Got the Answers
© DG 1994
124A1094.TIF


PRICES ARE FALLING!!!
PRICES ARE FALLING!!!
IT'S A WINNER!
© DG 1994
120A1094.TIF
© DG 1994
115G1094.EPS
© DG 1994
115G1094.EPS

get that Santa Fe feeling

Set Sail for Savings

© DG 1994 127A1094.TIF

© DG 1994 116G1094.EPS

Give them a real treat!

© DG 1994 129A1094.EPS

Bag Some Bargains

© DG 1994 128A1094.EPS

Truly Cool Savings

Wild & Wacky Savings

Truly Cool Savings © DG 1994

145F1094.EPS

© DG 1994 130A1094.EPS

© DG 1994 117G1094.EPS

Rake in a Great Deal

141F1094.EPS © DG 1994

DOLLAR DAYS © DG 1994

142F1094.EPS

HALLOWEEN SPECIALS © DG 1994

143F1094.EPS

get that Santa Fe feeling © DG 1994

144F1094.EPS

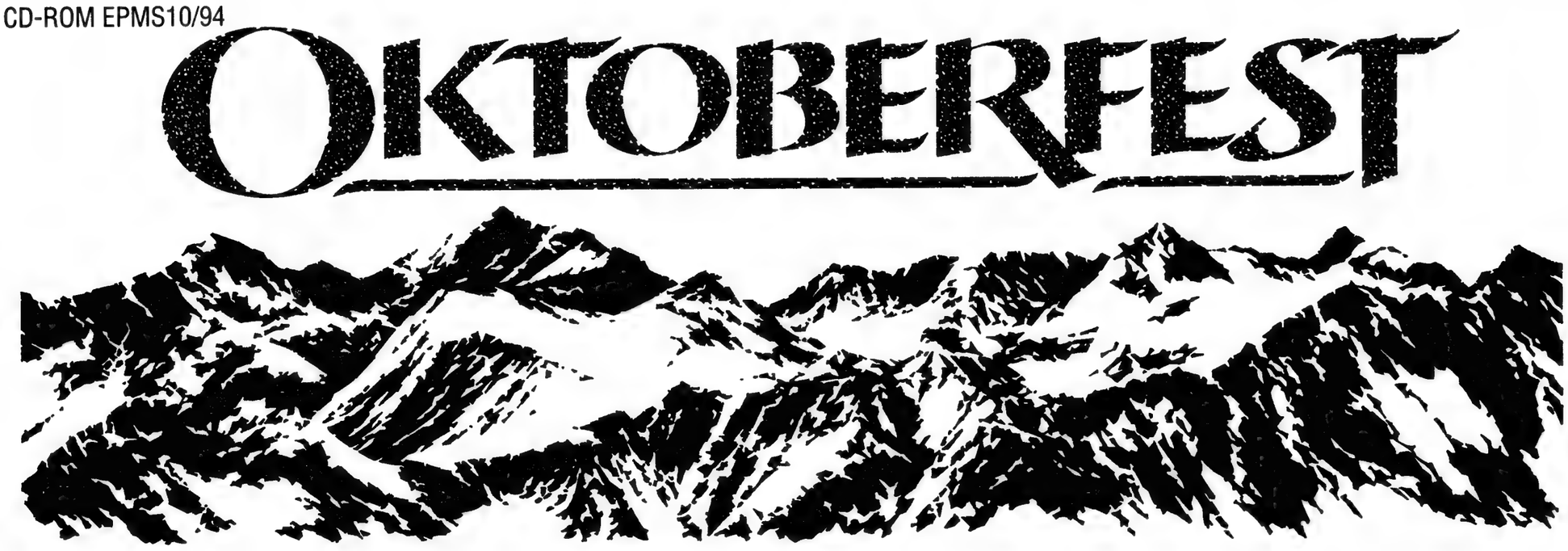
© DG 1994 113S1094.TIF

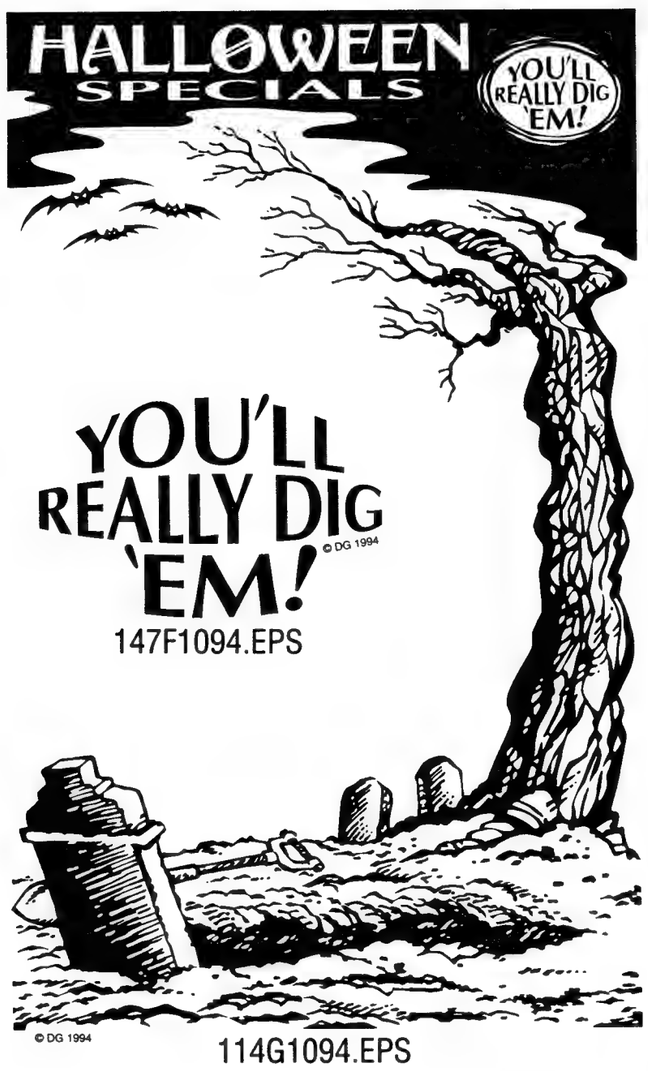
© DG 1994 113L1094.TIF

Make Learning Fun

© DG 1994 126A1094.TIF

CD-ROM EPMS10/94





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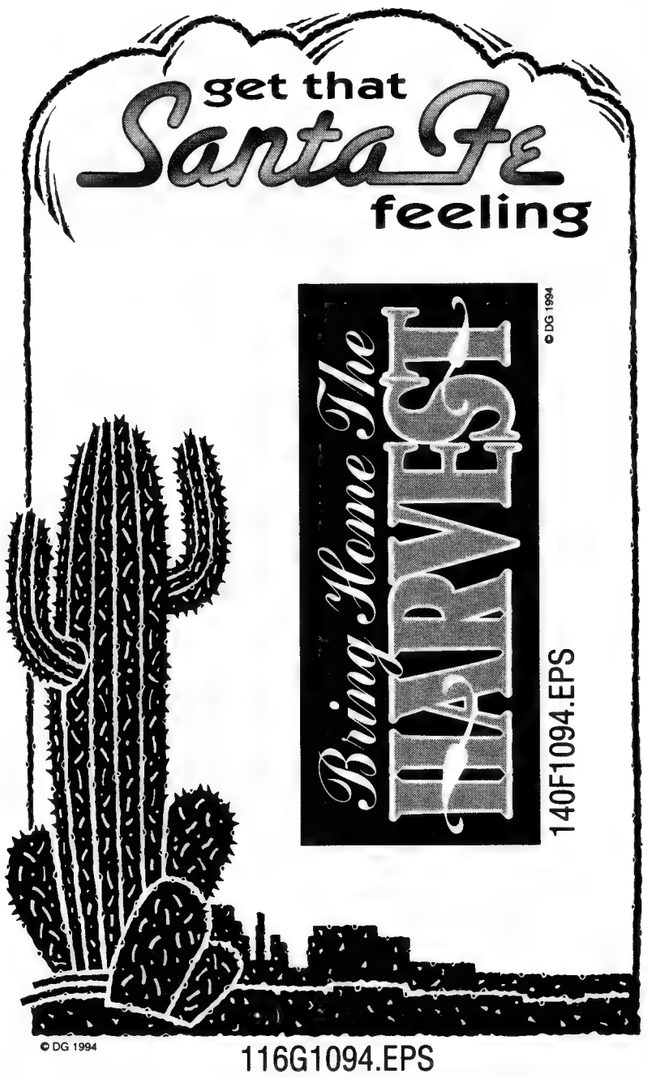

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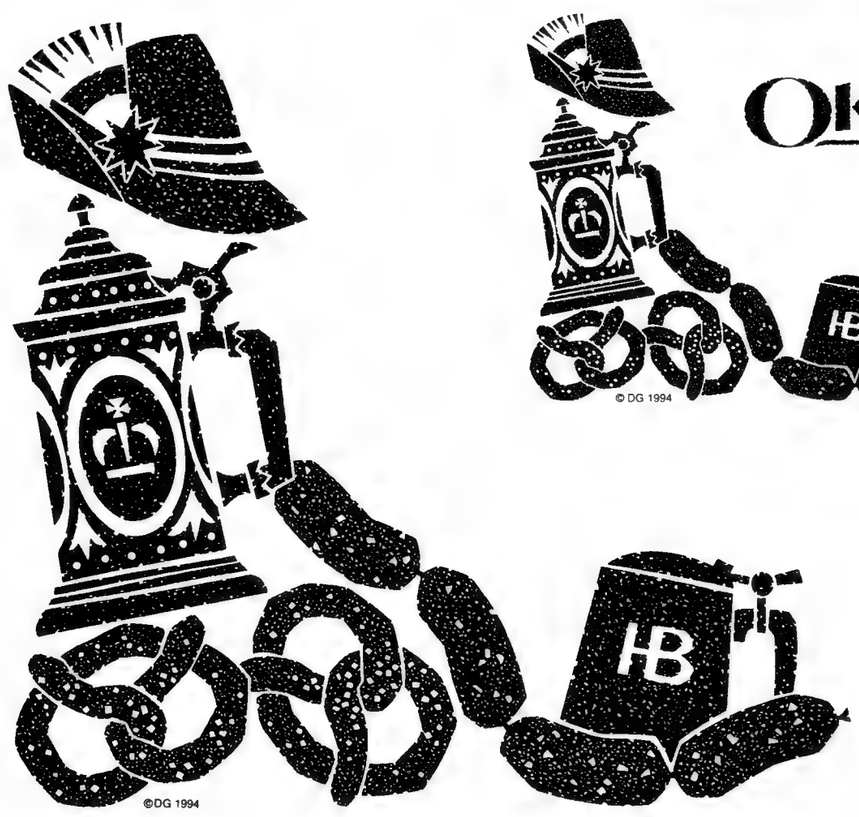
OKTOBERFEST



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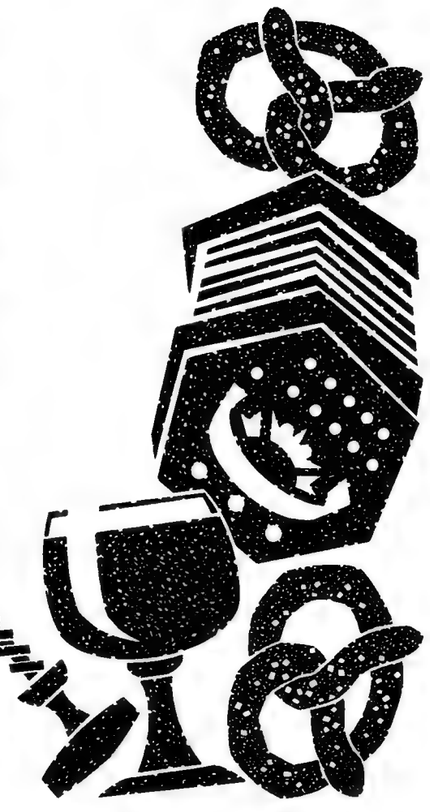

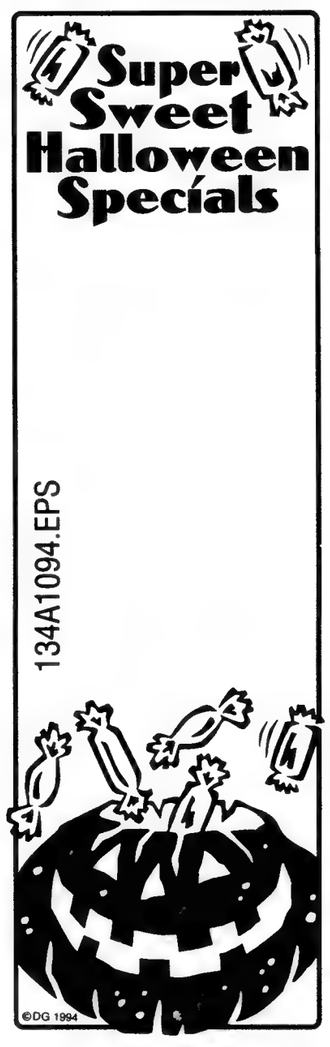

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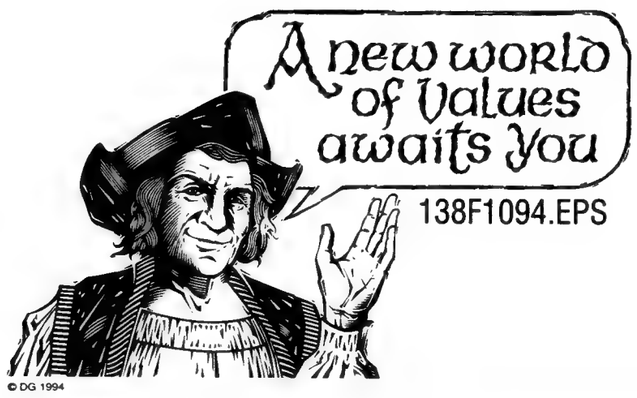

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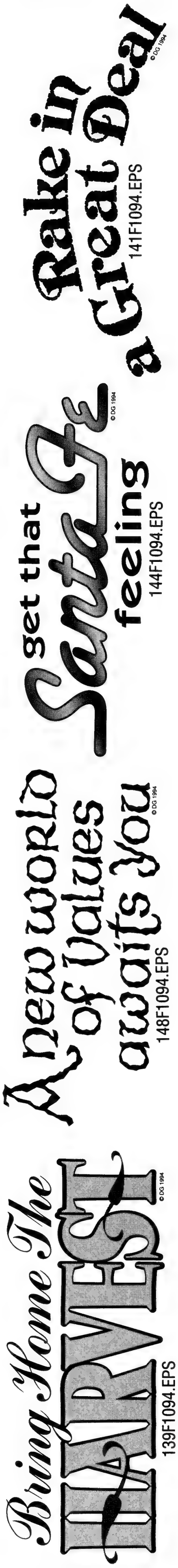

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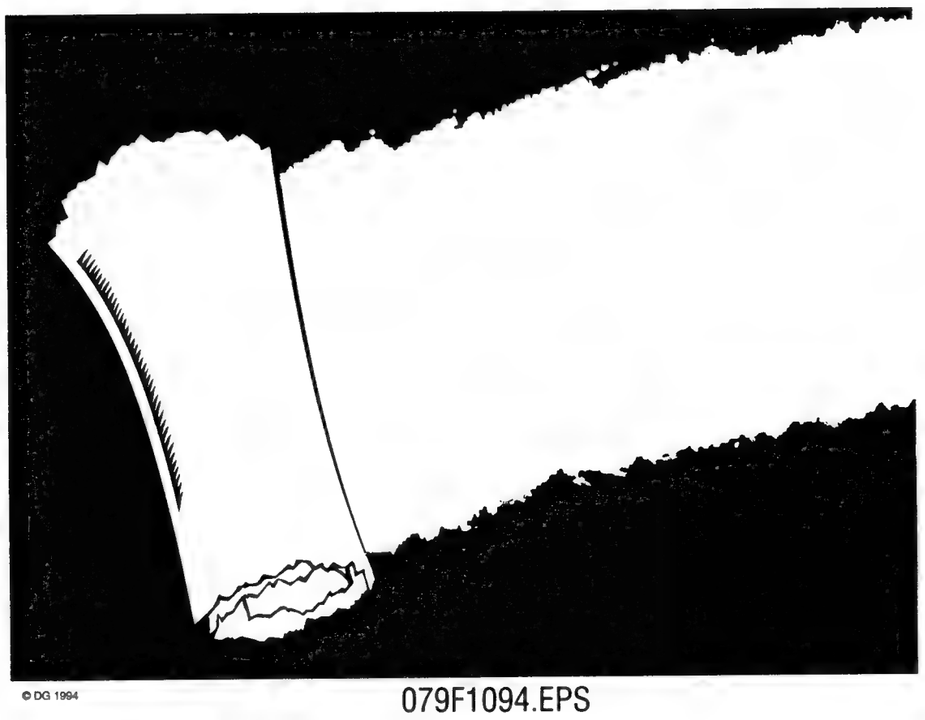

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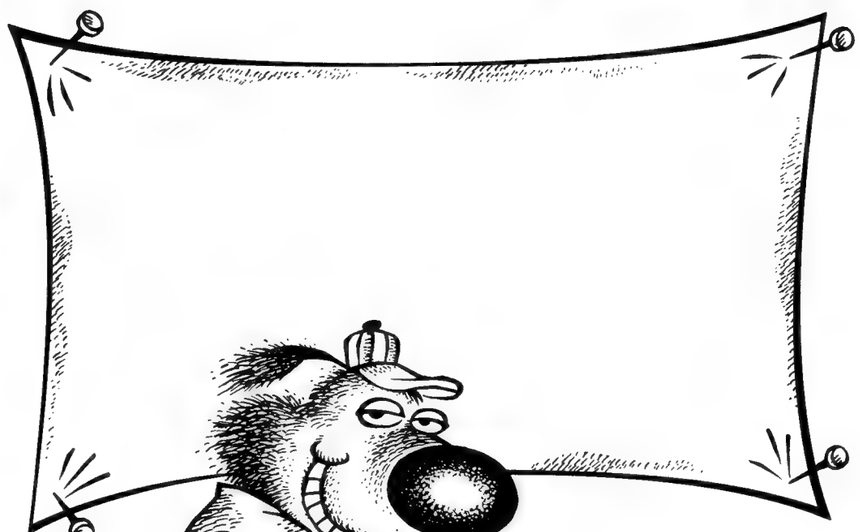

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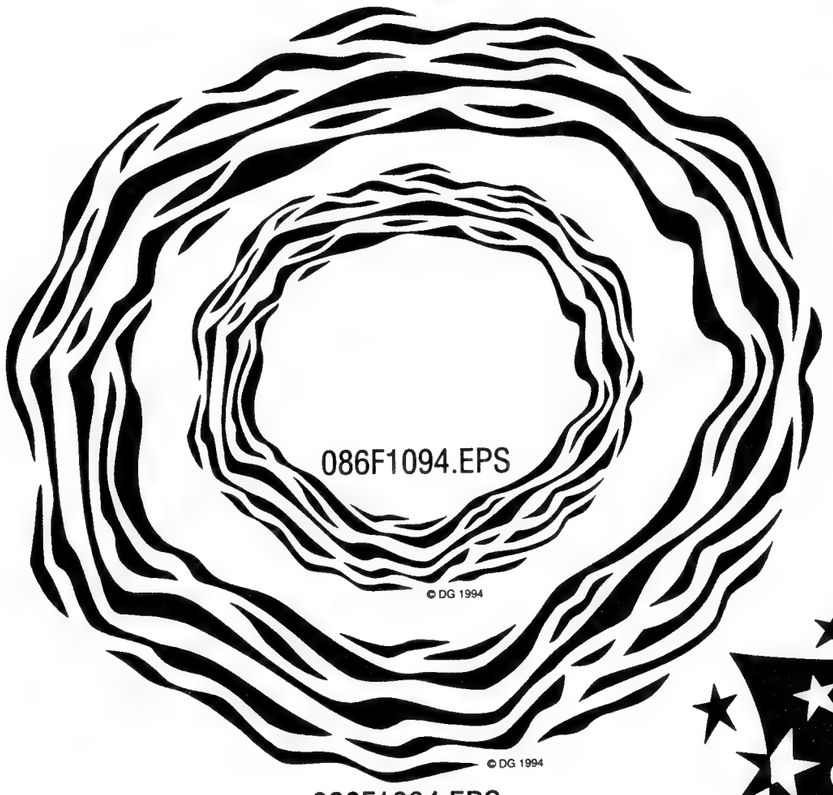

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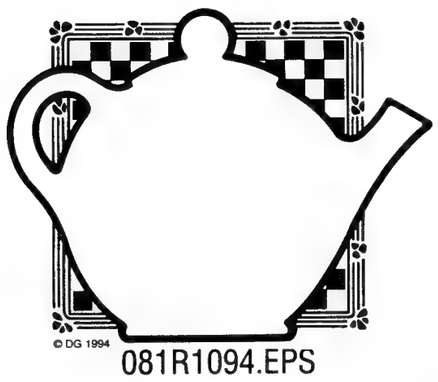

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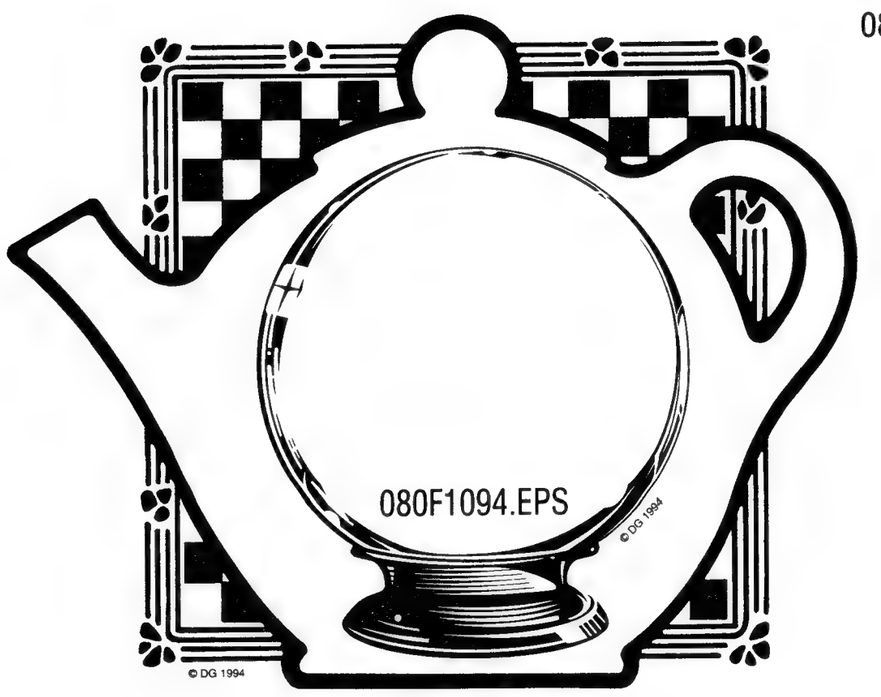

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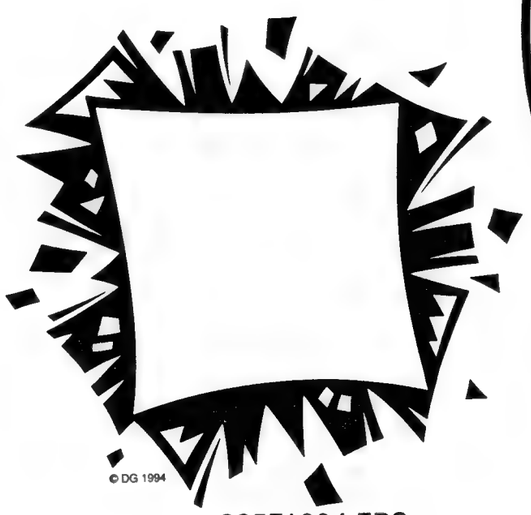

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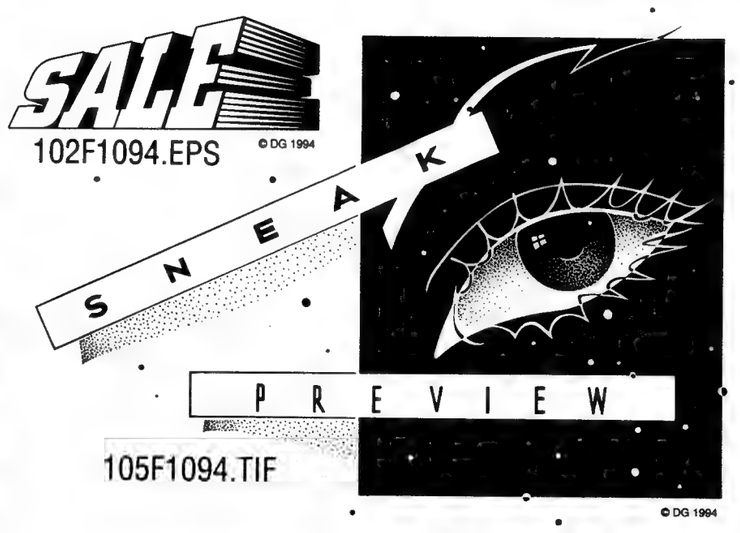

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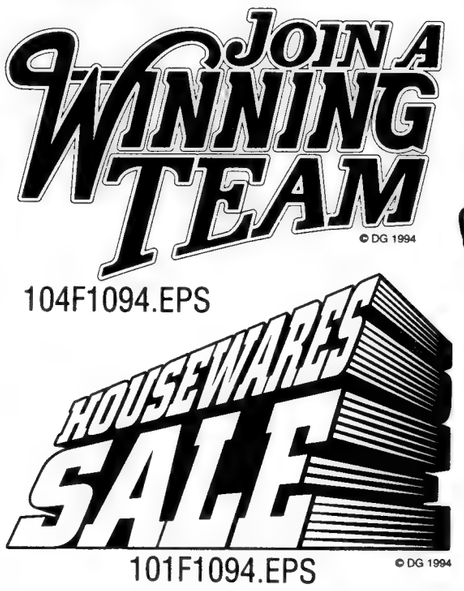

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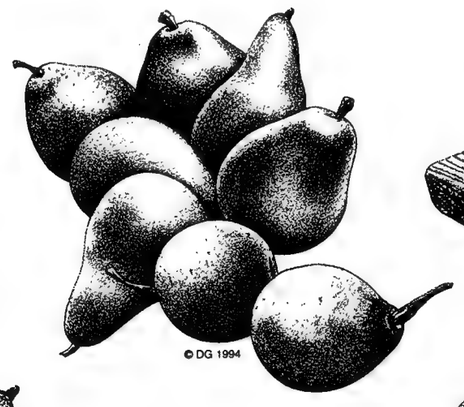

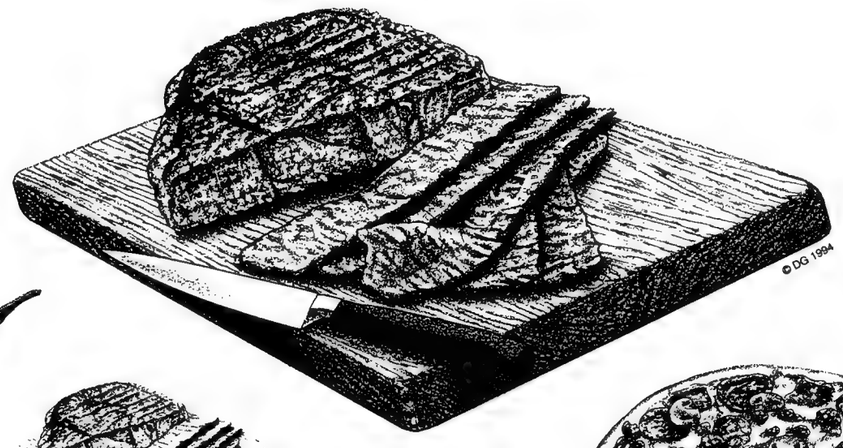

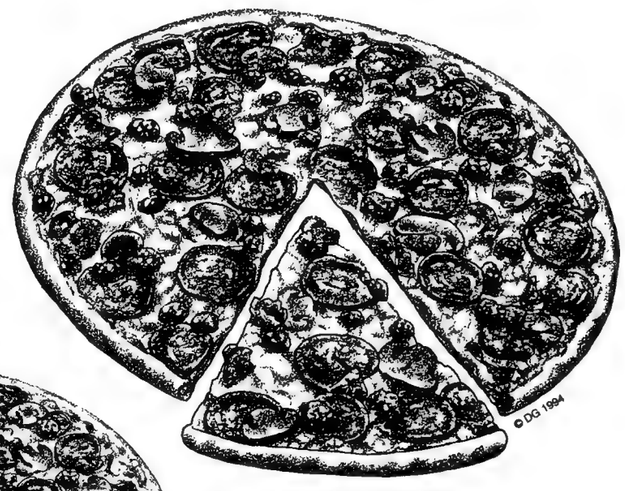

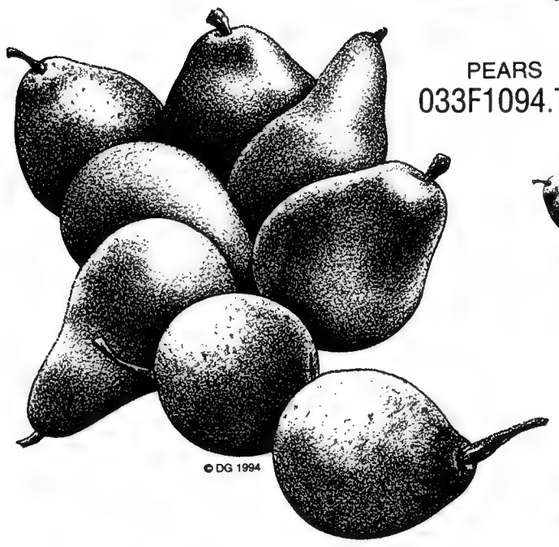

PEARS
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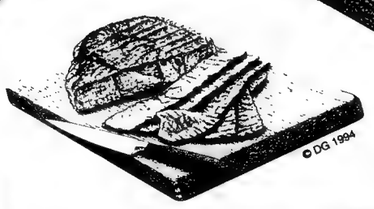

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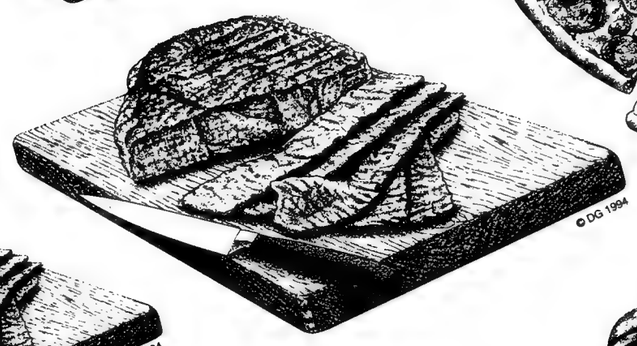
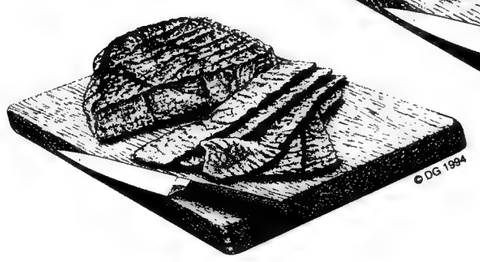
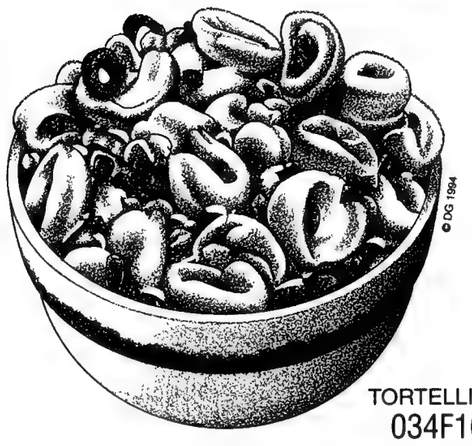
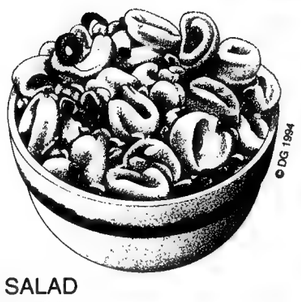
PIZZA 037F1094.TIF









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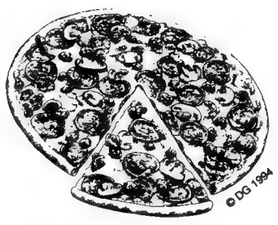

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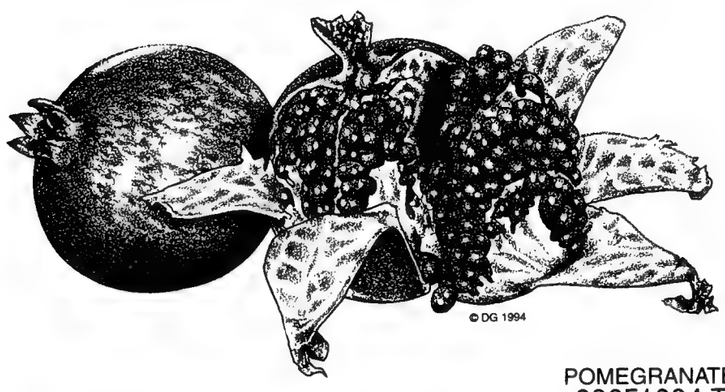

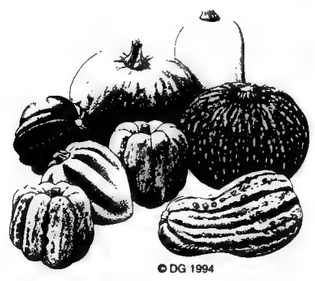

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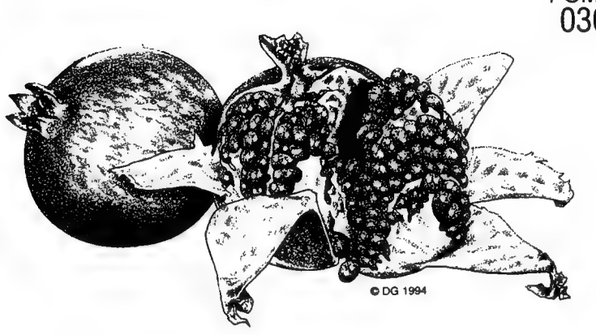

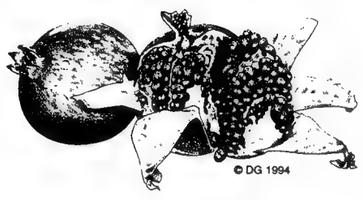

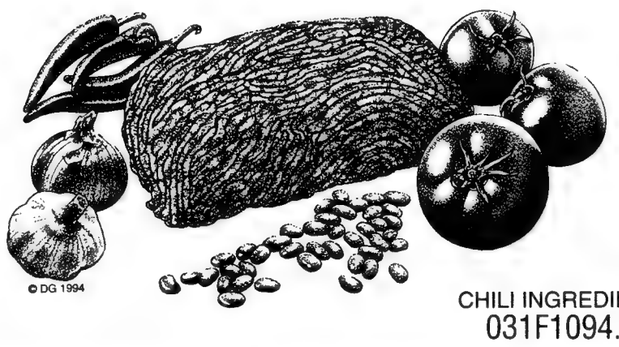

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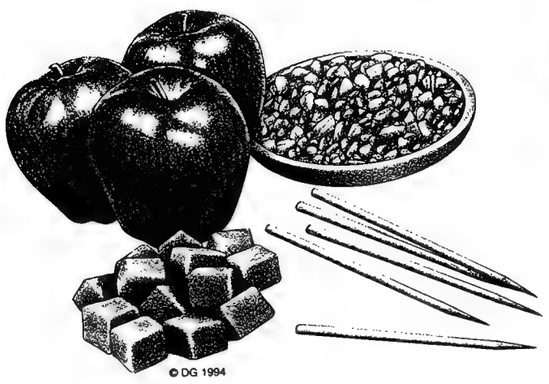

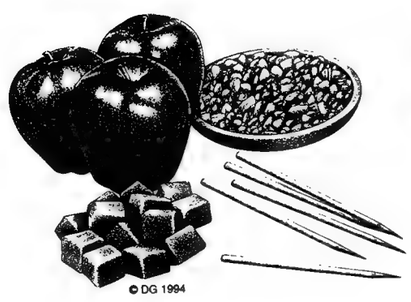

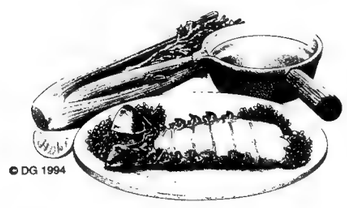

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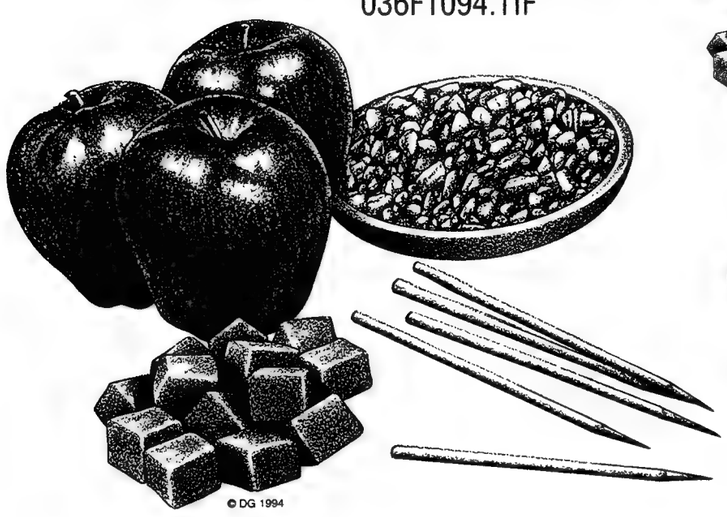

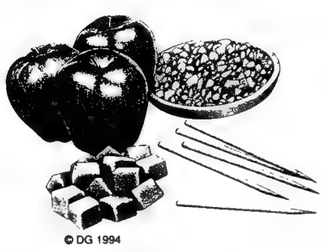

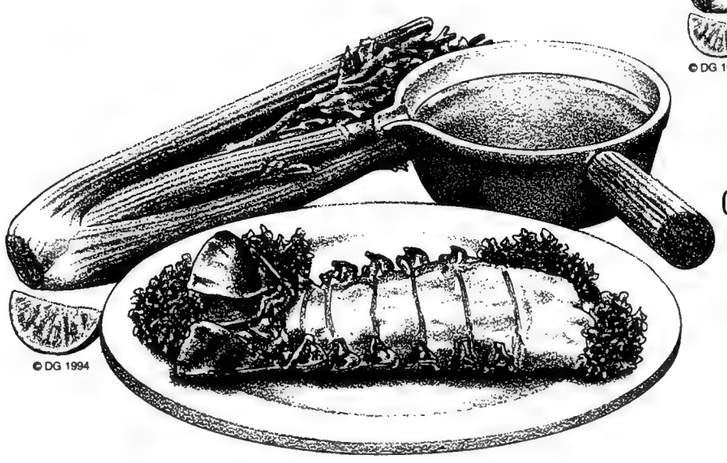

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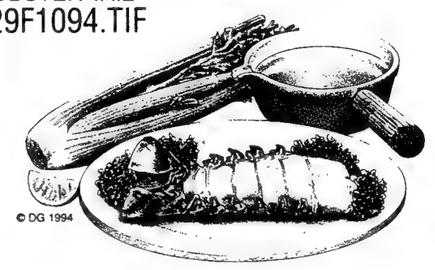

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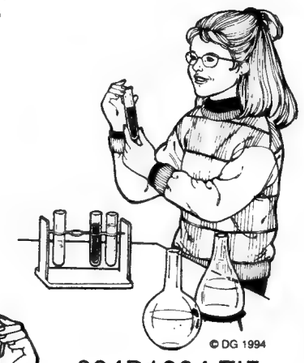

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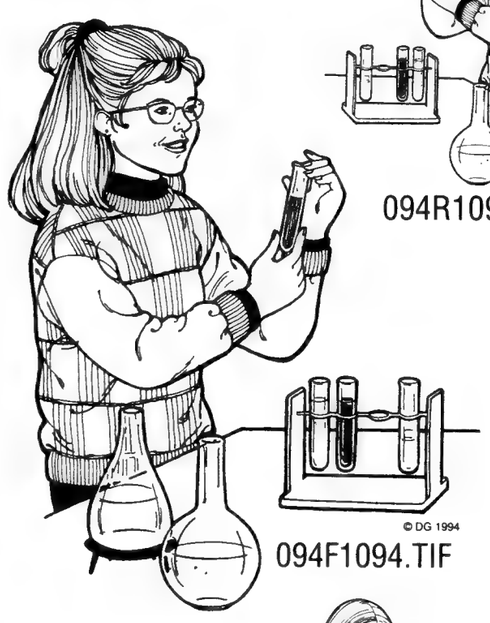

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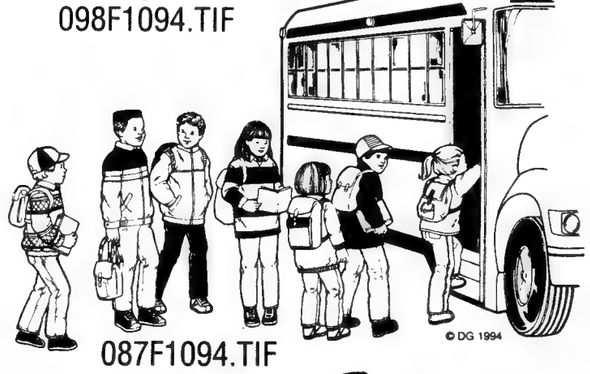

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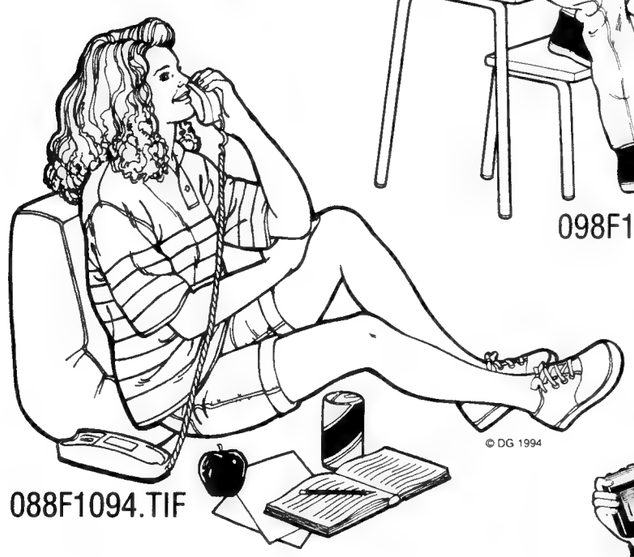

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CD-ROM EPMS10/94

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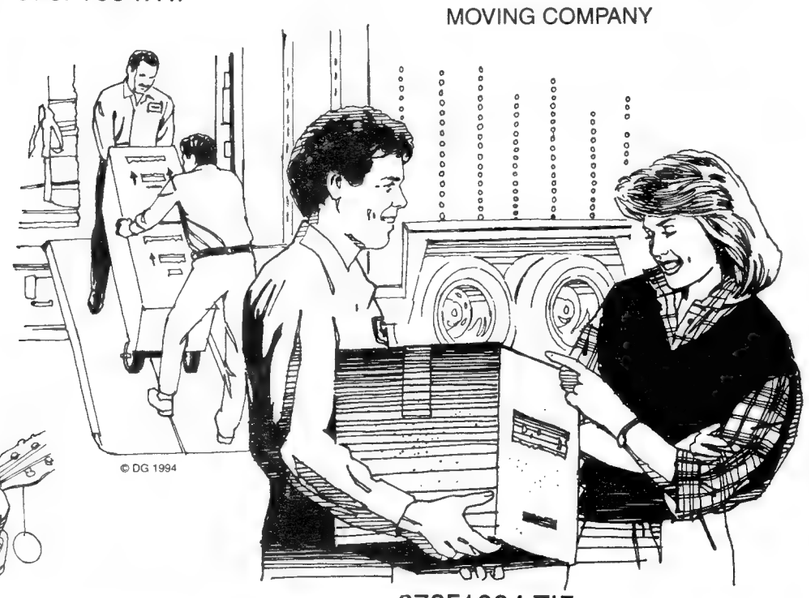
MOVING COMPANY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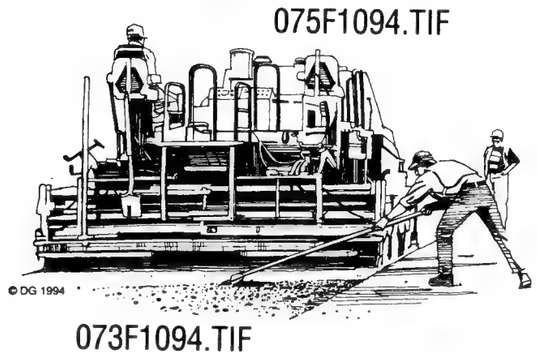
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MUFFLER REPLACEMENT

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KITCHEN CABINET INSTALLATION

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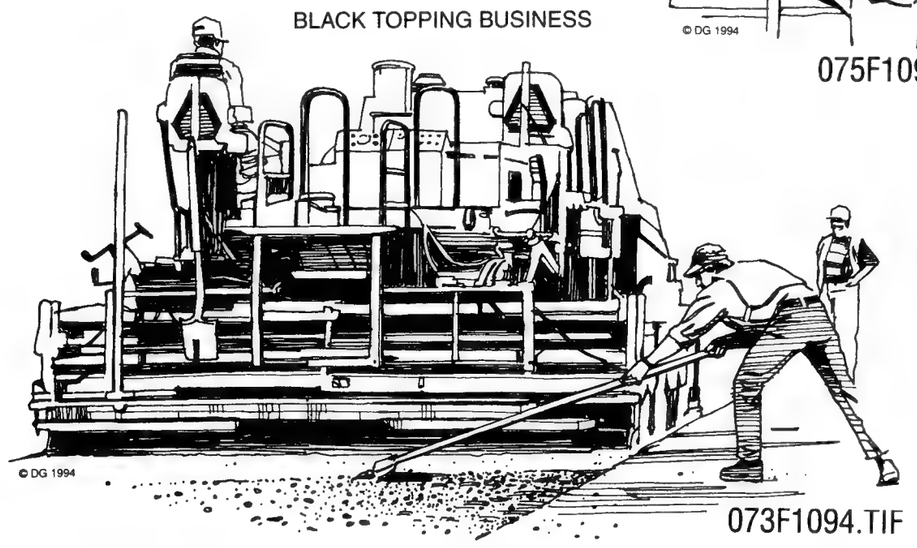
BLACK TOPPING BUSINESS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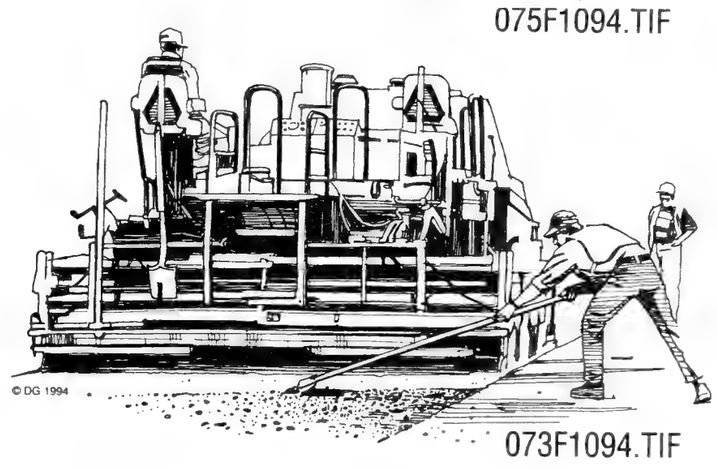
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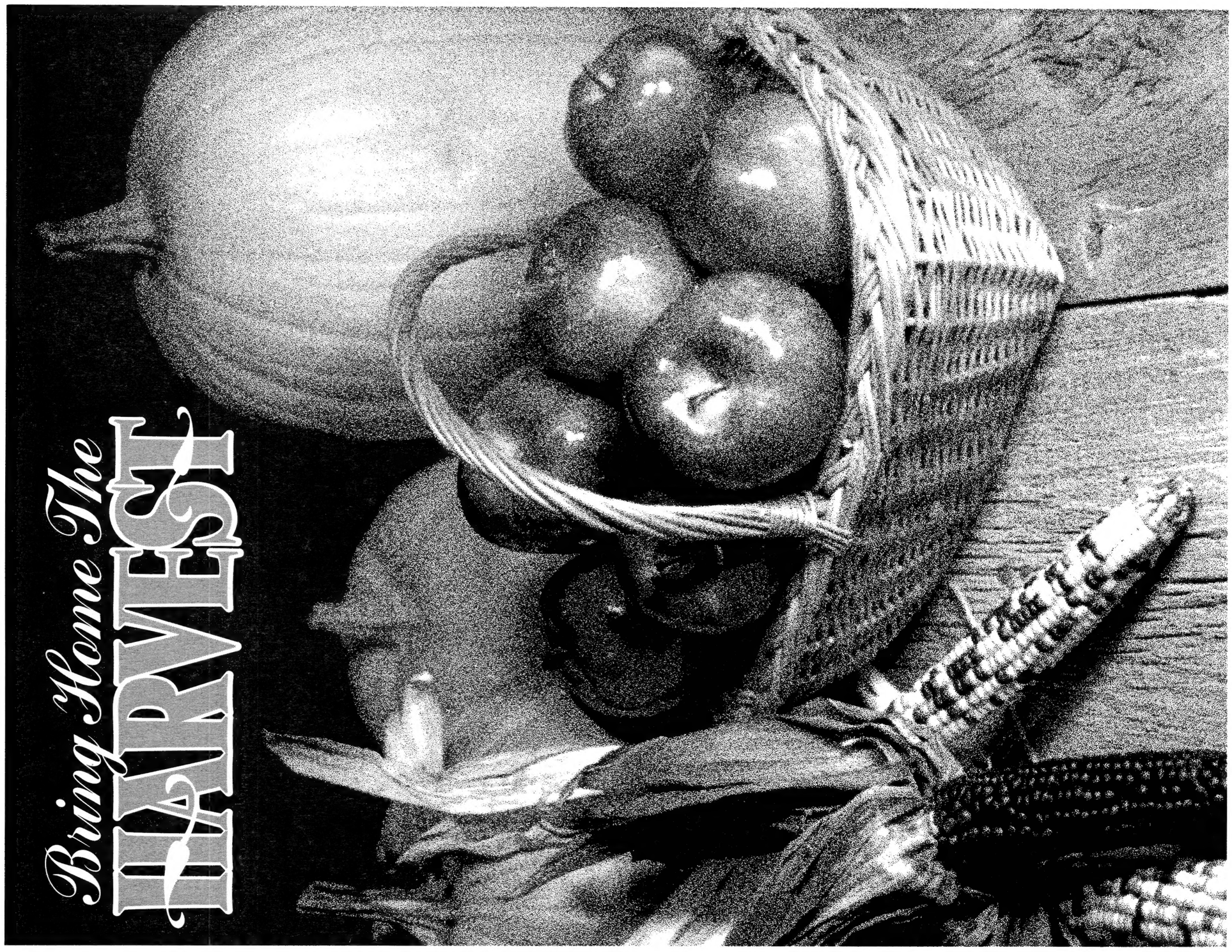

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005T1094.TIF (Large Format) 006T1094.TIF (Small Format)

Shown below is the full color proof of the color separations appearing on pages 27 and 28.

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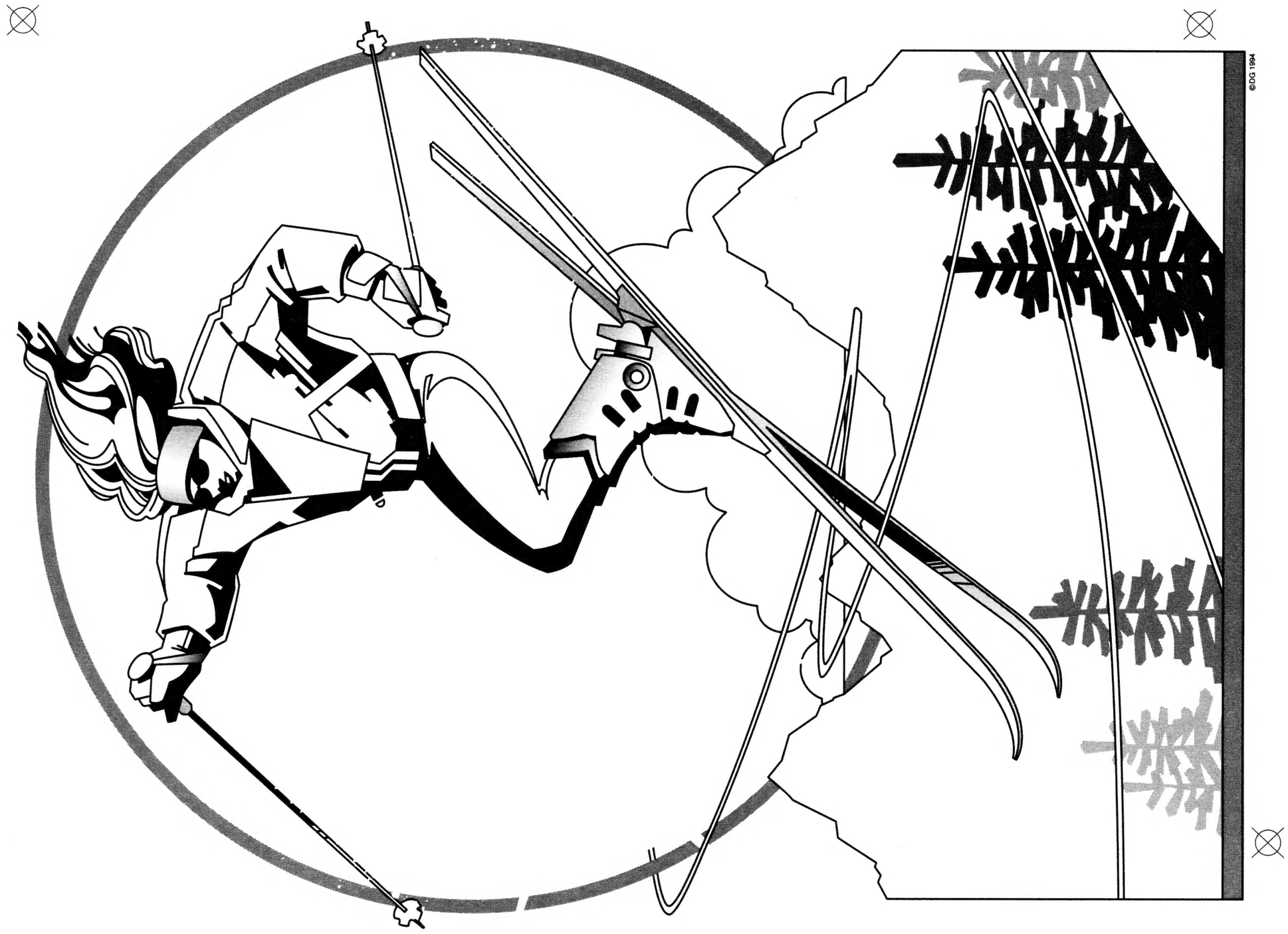
001C1094.EPS

• YELLOW PLATE

• RED PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.



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